13,[illegible] This Issue FEBRUARY, 1960

sbs

SOUTHERN BUILDING SUPPLIES

Serving dealers and wholesalers in 18 Southeastern states

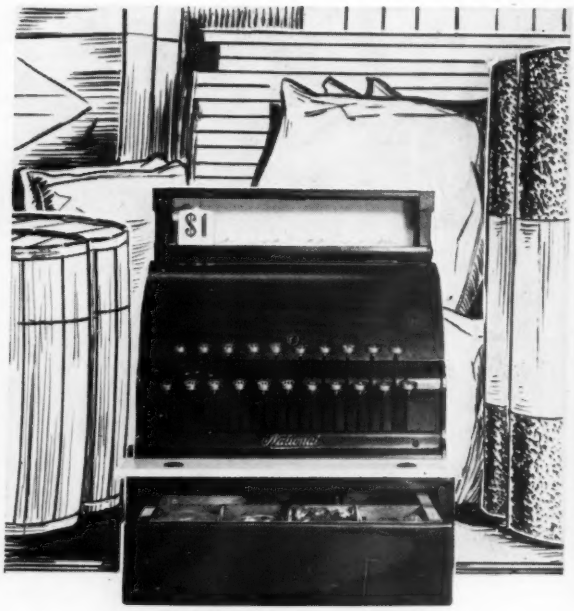
University Microfilms
313 No First St
Ann Arbor Mich 4

1960 PRODUCT PARADE ISSUE

see page 35

Dealers Report:

Times have changed their profit thinking



INCOME STATEMENT

Year Ending December 31, 1958

Sales:	
Less: Returns	
Net Sales:	
Cost of Goods Sold:	
Beginning Inventory	$40,000.00
Purchases	
Goods Available	
Ending Inventory	$40,000.00
Cost Goods Sold	
Gross Profit:	$21,000.00

INCOME STATEMENT

Year Ending December 31, 1959

Sales:	
Less: Returns	
Net Sales:	
Cost of Goods Sold:	
Beginning Inventory	$40,000.00
Purchases	
Goods Available	
Ending Inventory	$40,000.00
Cost Goods Sold	
Gross Profit:	$51,600.00*

*This $30,000 increase in profits was the result of (1) concentration of inventory investment in higher margin items, and (2) emphasis on increasing turnover of all inventory items!

Not many years ago they were in the lumber, roofing, nails and bag goods business — and PROFITABLY because these were universal "job" items. This was before the introduction of the manufactured packaged materials and specialties — doors, window units, insulation, prefinished paneling, acoustical ceilings, vinyl floor tile, etc.

TODAY, the primary materials — such as roofing — are low margin items. Dealers report for every $1 sold, they can gross only about 15c.

The packaged building materials and specialties are taking more-and-more of the "job" business as a dealer's customer (whether contractor or consumer) expects a broad and comprehensive range of products from which to select. Many dealers report they are now becoming more-and-more "building supply and specialty dealers" . . . having to stock multitude of specialties to meet the demand.

TODAY, the packaged specialty materials are the high margin items. Dealers report for every $1 sold, they can gross 25c to 35c.

TIMES HAVE CHANGED THEIR PROFIT THINKING. They have to handle BOTH (as we do also), but they are reducing working capital in the low margin items . . . and re-investing the balance and placing sales emphasis on the higher profit items. As you sell, why not re-stock by ordering and picking-up from our exclusive dealers' warehouse nearest you — it's RENT-FREE! This approach insures that your working capital KEEPS WORKING on all items FOR INCREASED PROFIT!

★ **CENTRAL WAREHOUSE CORPORATION**
512-16 Scott Street
Bristol, Virginia

★ **DEALERS WAREHOUSE CORPORATION**
1530 Sixth Avenue, N. E.
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★ **HASSINGER WHOLESALE COMPANY, INC.**
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★ **RESERVE WAREHOUSE CORPORATION**
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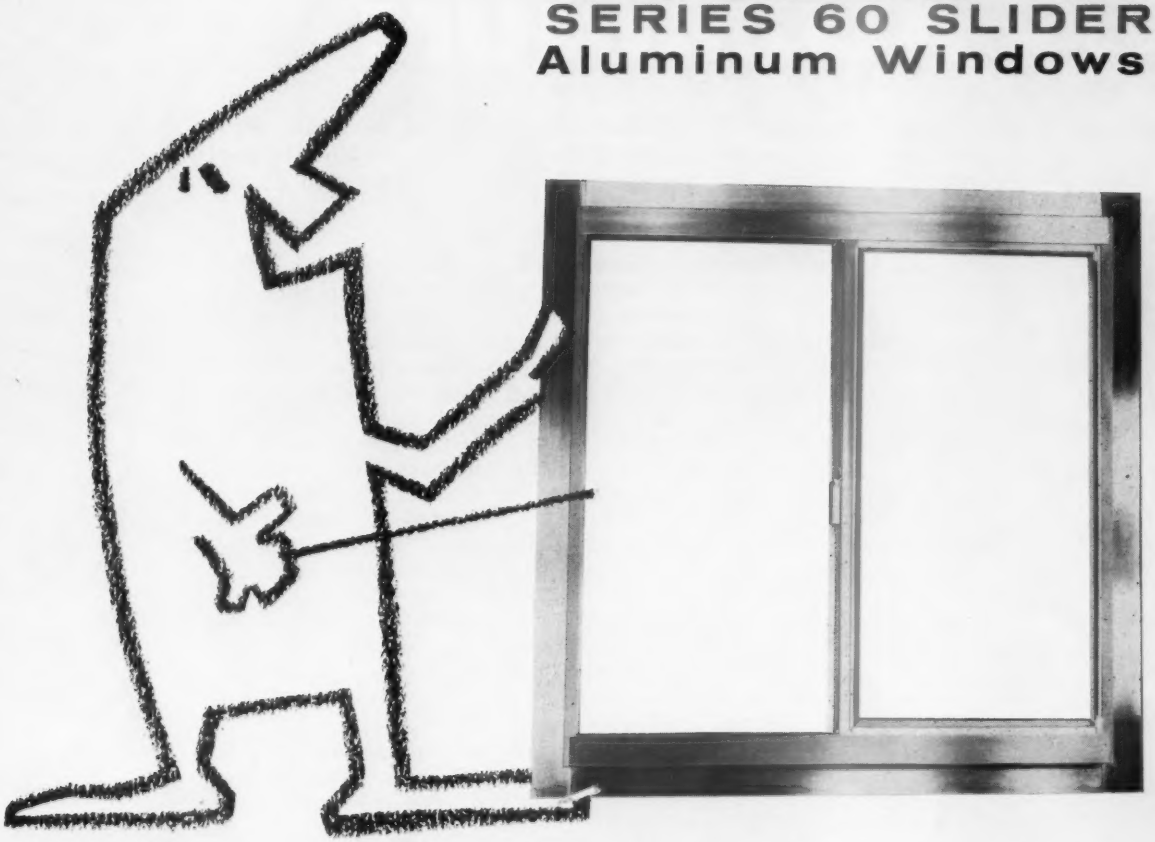
Added profits for Ualco Aluminum Window Dealers

NEW! ualco

SERIES 60 SLIDER Aluminum Windows



Now!! A window designed for use in any type construction. This is made possible with the versatile fin trim completely surrounding the window which can be easily adapted to any construction need. There is no need for additional fins, anchors or clips. This unit is complete in every way . . . with features that sell for dealers.

Ualco

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TAMPA, FLORIDA
ELIZABETH, NEW JERSEY
CANTON, OHIO

A few exclusive territories still available.

For more details on above items, use Coupon on Page 97

DISTRIBUTING

ALUMINUM

IS OUR SPECIALTY

These are a few of the aluminum products available from Reynolds Aluminum Supply Company . . . the south's largest complete source for aluminum industrial metals and aluminum building products.

More and more construction is being started . . . residential and industrial . . . and more and more people are specifying permanent, rust-proof aluminum building products. Take advantage of this growing demand by using the services and stocks of our aluminum specialty branches.

In the Reynolds Aluminum Supply Company branches, you will find a full range of aluminum products for building. Aluminum farm roofing was pioneered by our customers. In the building products line, you will find a complete range of items made of aluminum. Not only do we distribute the products of many outside suppliers, we also manufacture in our own plants a growing line of building products made of aluminum. Colorweld pre-enameled aluminum sheets and coils. Color-vee decorative paneling. Colorweld awning supplies. Colorweld continuous undereave vent. Colorweld Jal-A-Shades. These are a few which we manufacture and which find new acceptance and new popularity with builders and home-owners daily.

Along with aluminum building materials, you will find in our warehouses many mill products suitable for your customers. Aluminum sheet and plate, aluminum fittings and fasteners, expanded metal, industrial-weight insulation and roofing, heavy gauge siding, and many others are available for you to fill the needs of your industrial and commercial users.

Ten warehouses are geographically arranged so that freight charges to any point in the South or neighboring states are held down. Whatever your aluminum needs may be in '60, we welcome the opportunity of working with you to fill them. Write or call any of the branches listed below for your copy of our *1960 Guide to Better Buying,* or for any product information you may want.

ALUMINUM MILL PRODUCTS

COLORWELD COILS

ALUMINUM FITTINGS and FASTENERS

ALUMINUM EXPANDED METAL

ALUMINUM FARM ROOFING, SIDING and ACCESSORIES

ALUMINUM NAILS

BAKED ENAMELED ALUMINUM RESIDENTIAL SIDING and ACCESSORIES

ALUMINUM SHINGLES

ALUMINUM RAIN CARRYING EQUIPMENT

ALUMINUM WINDOWS, SCREENS and DOORS

ALUMINUM FOIL INSULATION

ALUMINUM LOUVERS and VENTILATORS

COLORWELD ALUMINUM AWNING SUPPLIES

COLORWELD ALUMINUM CONTINUOUS UNDEREAVE VENTILATOR

REYNOLDS ALUMINUM SUPPLY CO.

REYNOLDS ALUMINUM SUPPLY CO.

Established 1914

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The Finest Products Made with Aluminum are made with REYNOLDS ALUMINUM

sbs SOUTHERN BUILDING SUPPLIES

February, 1960

Vol. 15 — No. 2

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Copyright 1960, W. R. C. Smith Publishing Co., Atlanta, Georgia

Published monthly and mailed without charge to wholesalers and retailers of lumber and building materials in the 18 Southern and Southwestern states and the District of Columbia. The subscription price to all others is $4.00 per year or 50 cents a copy. Accepted as controlled circulation publication at Charlotte, N. C.

Postmaster: Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

NEW!

MODEL 50

Jayhawker®

ALL ALUMINUM SCREEN DOORS

FOR LASTING BEAUTY AND PERMANENCE

LOW PRICED Costs no more than common wood doors when you add their extra cost of hanging, painting and upkeep.

RUSTPROOF Aluminum wire screening will never rust or discolor in any weather.

NEVER WARP Frame has hidden non-sag braces built into all four corners.

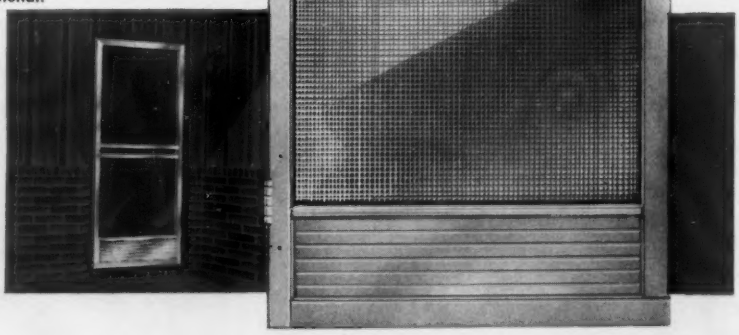
RIGID Fully framed kick plate is multi-ribbed for extra strength and beauty.

STURDY Concealed hinges have genuine Oilite never-squeak bushings.

TOP QUALITY Knob type latch; rustproof stainless steel screws.

EXPANDER Channels provide instant fit to any door opening. Patented hinges need no mortising to install.

DECORATIVE Grille (optional accessory) adds beauty and protects screening. Pneumatic closer also optional.



SUGGESTED RETAIL $16.95 WITH HARDWARE (EXCEPT CLOSER)

Here is the door to more profits for you, more value to your customers — the new Jayhawker Model 50. It's the first all-aluminum screen door priced to compete fully with wood doors, installed and finished. The hardware and higher labor to fit, hang and paint a wood door add up to more than the Jayhawker's price. As for beauty, durability and sales appeal, there is just no comparison.

Quality was not sacrificed to cut the price. Jayhawker's low cost comes from advanced design and factory volume production. Contractors, home builders, rental managers and home owners — all offer bigger and more profitable markets to you, when you stock the Jayhawker "50." Dramatic display and merchandising helps do a great selling job for you. Send for the full story.

manufactured by

MODERN PRODUCTS inc.

McPHERSON, KANSAS

MODERN PRODUCTS, INC., McPHERSON, KANSAS

Tell me about the Jayhawker Model 50 door. I am a ☐ Jobber ☐ Dealer. (If a dealer, please write name and address of your jobber in margin below yours.)

NAME_____

ADDRESS_____

You and the law

By ARTHUR L. H. STREET
attorney at law

Quarry Depletion Rates Tax Rebate

In adjusting income taxes assessable for certain years against a company engaged in selling slate products, the United States District Court, Eastern District of Virginia, decided that the company was entitled to a 5 per cent allowance for depletion of its quarry, based upon its gross sales of roofing shingles, flagstone, and rubble during these years. (Avonia-Buckingham Slate Co. v. United States, 167 Fed. Supp. 903.)

Plaintiff Must Produce Tax Returns

When a plaintiff files suit to collect damages, based on loss of profits due to breach of contract or negligence by defendant, does defendant's lawyer have right to require plaintiff to produce a copy of his income tax returns, which reflect loss or profits claimed by plaintiff for income tax purposes?

Yes, according to a decision rendered by the West Virginia Supreme Court of Appeals in the case of Mullins v. Baker (107 S.E. 2d 57).

Manufacturer's Liability to Third Party

Where manufacturer negligently failed to inspect or test carefully raw materials, or finished cinder blocks, which were defective, a buyer thereof was entitled to collect damages sustained by their use from manufacturer, either on theory of negligence, or implied warranty, even if buyer was remote and had no direct contractual relations with the manufacturer. So decided the Michigan Supreme Court in the case of Spence v. Three Rivers Builders & Masonry Supply, Inc. (90 N.W. 2d 873).

Court Rules Out Individual Liability

Where building materials ostensibly were sold to a corporation, which became bankrupt, could the supplier hold the defendant individually liable on a theory that the corporation was a mere cloak for his individual business activity?

No. The Rhode Island Supreme Court decided that in view of fact that supplier's statements showed an account was with corporation, supplier accepted corporation's notes in full payment of account and petitioned corporation into bankruptcy. Thus, evidence did not sustain a finding that supplier contracted with defendant in his individual capacity rather than with corporation of which defendant was president, treasurer, and sole stockholder. (Arch Lumber Co. v. Archibald, 143 Atl. 2d 679.)

SOUTHERN Metal

THRESHOLDS and WEATHERSTRIPS

Model A40 VP
with Vinyl Inserts

This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts.
We manufacture 45 threshold types. Send for new catalog—57A.

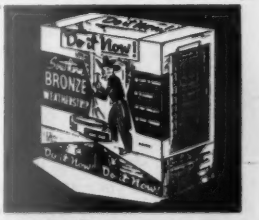
Built for long-lasting satisfaction

New—Southern Latch Track

A750, Aluminum 5" x ½" B750—Brass 5" x ½"
A new, effective latch track that will fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

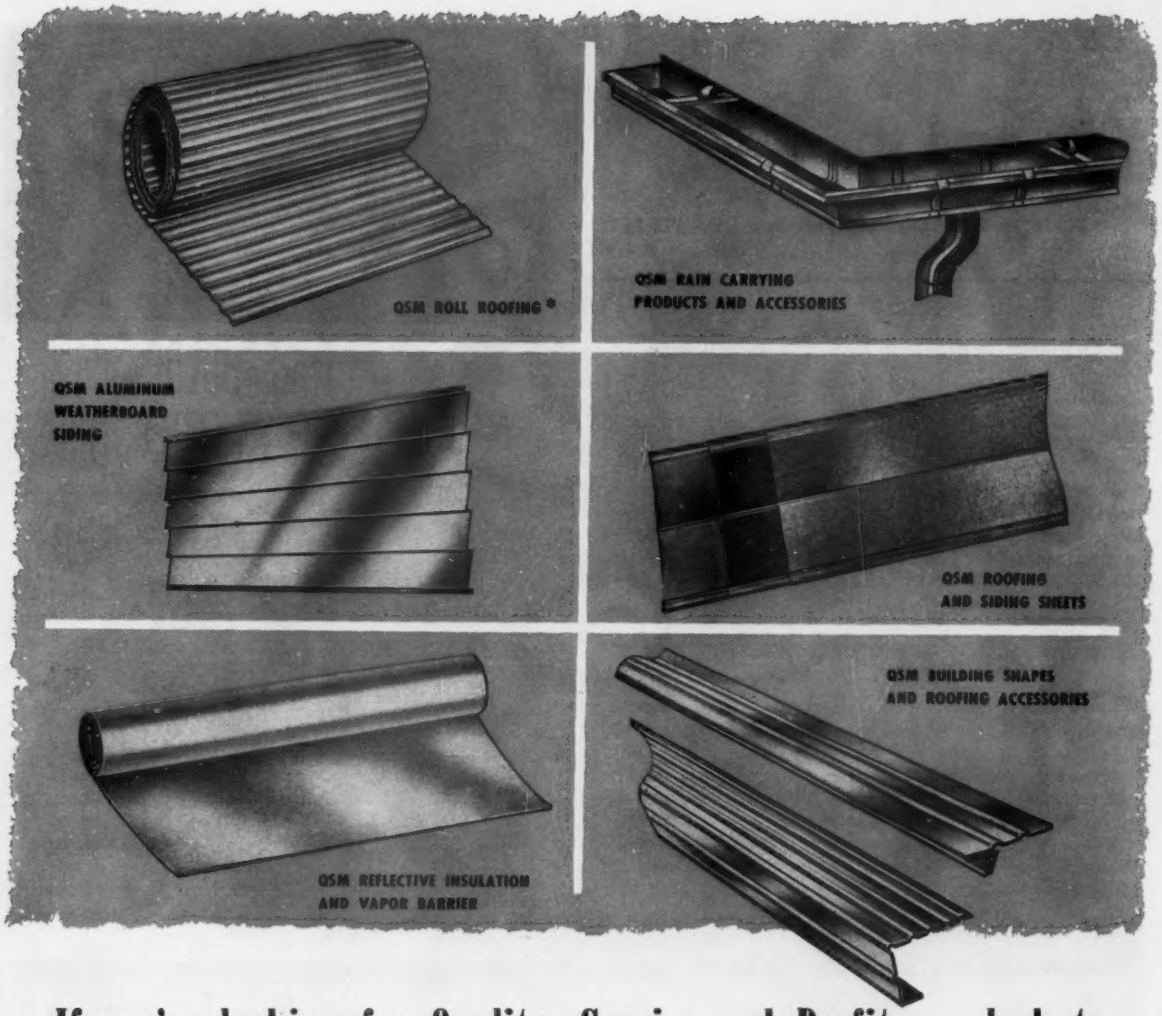
"Do it Now" Bronze W/S
12 coils in handy dispenser with nails.



"Count on Southern"

SOUTHERN METAL PRODUCTS CORP.

1775 AIRWAYS • PHONE FA 7-8431 • MEMPHIS, TENN.



If you're looking for Quality, Service and Profits . . . look to

QUAKER STATE ALUMINUM BUILDING PRODUCTS

Quality? . . . Quaker State's Aluminum Building Products are known and specified by builders for their clean appearance and precision fitting. Builders know that Quaker State Aluminum Building Products result in complete satisfaction and repeat business.

Service?... Quaker State offers you the most complete line of Aluminum Building Products and accessories available from any one point of order. This means faster delivery, less billing, inventory taking, and time wasted for you and your employees. And it means that no order is ever too large or too small to get immediate attention and processing.

*COCHILTREE PAT. NO. 2-369,487

Profits? . . . Quality, service, and product demand (precisely what Quaker State offers YOU) always insure increased profits. Contact Quaker State today, and get full details.

THE MOST COMPLETE LINE OF ALUMINUM BUILDING PRODUCTS MANUFACTURED AT ONE SOURCE

Corrugated Aluminum Roofing in Rolls • Farm Roofing and Siding Sheets • Industrial Roofing and Siding Sheets • Roofing and Siding Accessories • Roll Valley and Utility Sheets • Utility Flashing Stock and Shingles • Aluminum Building Shapes • Reflective Insulation • Vapor Barrier • Aluminum Rain Carrying Products • Aluminum Weatherboard Siding and Awning Stock • Aluma-Props • Aluminum Lawn Edging in Rolls • Galvanized Lawn Edging in Rolls.

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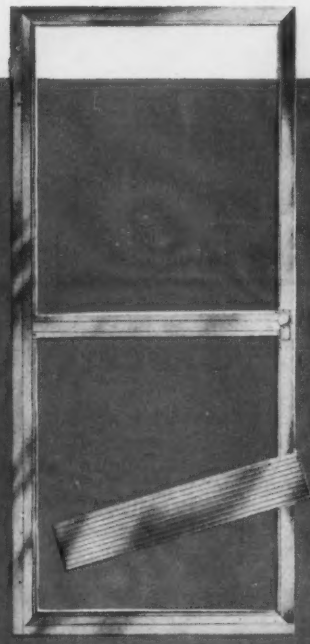
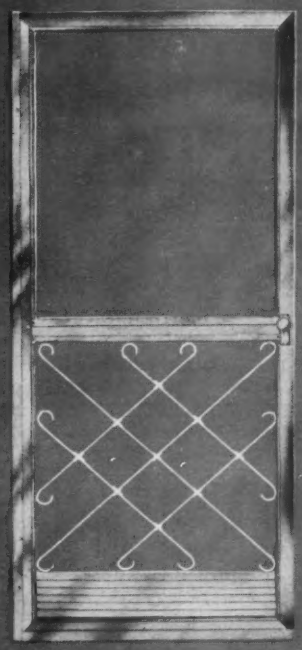
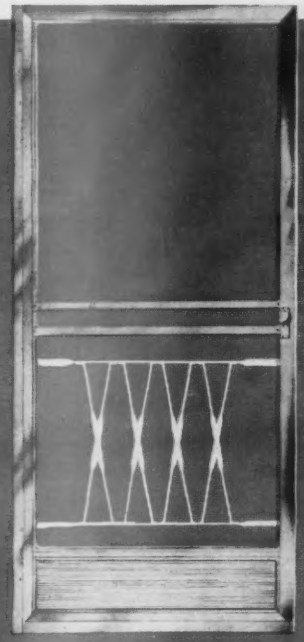
They sell well everywhere!



Catalina T. M.
Heavy gauge aluminum frame. 6" kickplate optional

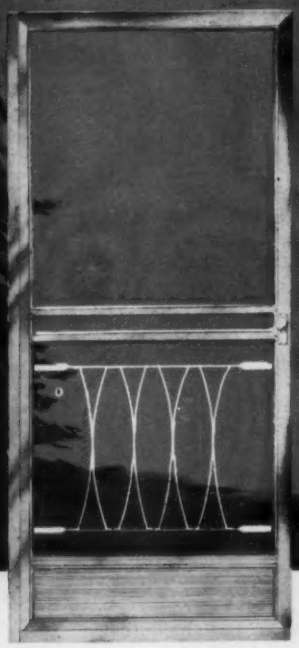


Carmel T. M.
Heavy gauge aluminum frame. 8" kickplate installed. Grille optional



Ventura T. M.
Heavy gauge aluminum frame. 8" kickplate installed

Coronado T. M.
Heavy gauge aluminum, anodized finish. 8" kickplate and grille installed



RUDIGER-LANG CO.

SCREEN DOORS

COMPLETE WITH HARDWARE—
RETAIL AS LOW AS $16.95 NOTHING EXTRA TO BUY!

AMAZING *LOK-tite* CORNERS PREVENT RACKING

Amazing new LOK-tite process makes the corners of these Rudiger-Lang screen doors as rigid as if they had been welded. There is absolutely no give at all from twisting or uneven strain!

Write or call nearest sales office today for complete information

RUDIGER-LANG CO.

2701 Eighth Street
Berkeley 10, Calif.
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7831 Haskell Ave.
Van Nuys, Calif.
TRiangle 3-3937

International Trade Mart
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SBS SIGNIFICANT TRENDS

February, 1960

A VERITABLE GRAVY-TRAIN FOR DEALERS IN REMODELING AND REBUILDING would appear to be already rounding the bend, according to Architectural Forum. In eyes of its economists, here's why: remodeling-rebuilding boom is a cinch to occur because people who are unhappy in existing cities can no longer move out and "leave old messes behind." No frontiers are left — they must remodel and rebuild — and on a staggering scale.

Three factors intensifying such boom tend to reinforce each other: 1. By 1970, US population will be 213-million; by 2000, it probably will reach 375-million.

2. A likely gain in coming decade of from 10-20-million automobiles, and $60-billion worth of necessary new highways.

3. A predicted $500-billion increase in new construction — equal in value, though not in bulk — to all existing structures.

Remodeling and rebuilding are BIG BUSINESS this minute. Government statisticians recently estimated that for every $3 spent on new construction, another $1 goes for maintenance, repair, and remodeling.

SOONER DEALERS LEARN WHAT IT'S ALL ABOUT. To inform members and their employees on their roles in the National Lumber Manufacturers Assn.'s $1-1/3-million National Wood Promotion Program, Oklahoma Lumbermen's Assn. called two regional meetings in January — one in Tulsa, another in Oklahoma City.

OLA Secretary-Manager Bill Morgan stressed fact that 1,250 lumber manufacturers were engaged in "broadscale fight" to promote increased use of lumber and wood products — a move made necessary ". . . to insure future markets for our industry and its suppliers."

NLMA Director Bernard C. Hartunt of Washington, D. C., appeared at both meetings to outline promotion program details, and lay it on the line in terminology clearly understandable by the "grass roots."

WHAT ARE GREATEST WEAKNESSES OF RETAIL DEALERS GENERALLY? That was the "stumper" included in a dealer's marketing survey recently taken among its members by the Lumbermen's Assn. of Texas. A good-sized sampling indicated presence of these weaknesses among Longhorn retail dealers reporting:

Lack of trained sales personnel	58.7%
Lack of control of consumer sales	57.6%
Lack of adequate trained personnel	51.0%
Inability to cope satisfactorily with competition	47.7%
Lack of scientific management training	42.0%
Lack of facilities and equipment to do acceptable or "bang-up" merchandising job	38.0%
Too little advertising and promotion	32.6%

Sell your customer . . . MORE!

LION OIL COMPANY A DIVISION OF MONSANTO CHEMICAL COMPANY

EL DORADO, ARKANSAS

Monsanto

Lion Roofing Asphalt	Lion Asphalt R. D. Primer
Lion Asphalt Roof Coating	Lion Cold Process Lap Cement
Lion Asbestos Asphalt Roof Coating	Lion Blind Nailing Cement
Lion Asphalt Plastic Cement	Lion Coating No. 3

Member: The Asphalt Institute, College Park, Md.

MAIL THIS COUPON TODAY

Asphalt Sales Section
Lion Oil Company
El Dorado, Arkansas

Tell me how I can make more money selling Lion Asphalt Roofing Products.

NAME.....

ADDRESS.....

CITY.....

STATE.....

 For more details on above items, use Coupon on Page 97

INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

US Plywood Buys Component Producer; Gears for Entry Into Prefabrication

A move into the field of prefabricated building components recently was announced by United States Plywood Corp.

US Plywood has acquired Panelbild Systems, Inc., of Seattle, Wash., a manufacturer of stressed-skin plywood components. Plans already have been approved for expanding Panelbild's Seattle facility, and studies are under way to determine possible location of additional units, it is reported.

On the move, USP President Gene C. Brewer commented: "This is a whole new concept of building which has recently gained tremendous momentum. Naturally, we want to assure ourselves that our materials retain and expand their share of total sales as this important field develops.

"Acquisition of Panelbild will give us an entry into a field which we believe will open profitable new markets for US Plywood.

USP President Gene Brewer

Since we know that long-distance transportation of large components is not economical, we visualize establishment of additional units coordinated with our present network of 124 branch sales warehouses."

RICHARD P. RODENBAUGH, president, Southern Metal Products Corp., Memphis, Tenn., was recently elected president of Weatherstrip Research Institute. WRI is organization composed of nation's leading producers of sash balances, weatherstrip, and metal trim. A graduate of Purdue School of Engineering, Rodenbaugh has been associated with manufacture of weatherstrip materials for past 25 years.

Masonite Boosts '59 Sales To Record $71,800,000

Masonite Corp., reportedly world's largest producer of hardboard products, recently announced boosting of sales to $71,800,000 in fiscal 1959.

The Chicago-based firm's '59 sales were 22 per cent above '58, and almost double those of a decade ago, it claims. Major reason given for heavy spurt last year was addition to the company's Laurel, Miss., plant, now operating on a 24-hour-a-day, seven-day week schedule.

The new Laurel unit is said to represent a capital outlay of $20-million and is the major part of Masonite's three-year expansion program. Another production unit is located in Ukiah, Calif.

TBMA Appoints Stan Owens To Succeed R. O. Brownlee

The Tennessee Building Material Assn. announced appointment on January 1 of Robert Stanley (Stan) Owens, 37, of Hansonville, Va., who has succeeded veteran TBMA Secretary-Manager R. O. Brownlee of Knoxville. Brownlee joined the association in that capacity in 1941.

Explained Brownlee: "Due to changes in our industry, and on account of the fact that I have never been able to devote my entire time to TBMA, last summer I asked President Alpha Doak to appoint a committee to select someone who had ability and capacity to lead the organization to a larger and more efficient trade union."

TBMA headquarters office has been moved to Nashville, at 226 Capitol Boulevard Building.

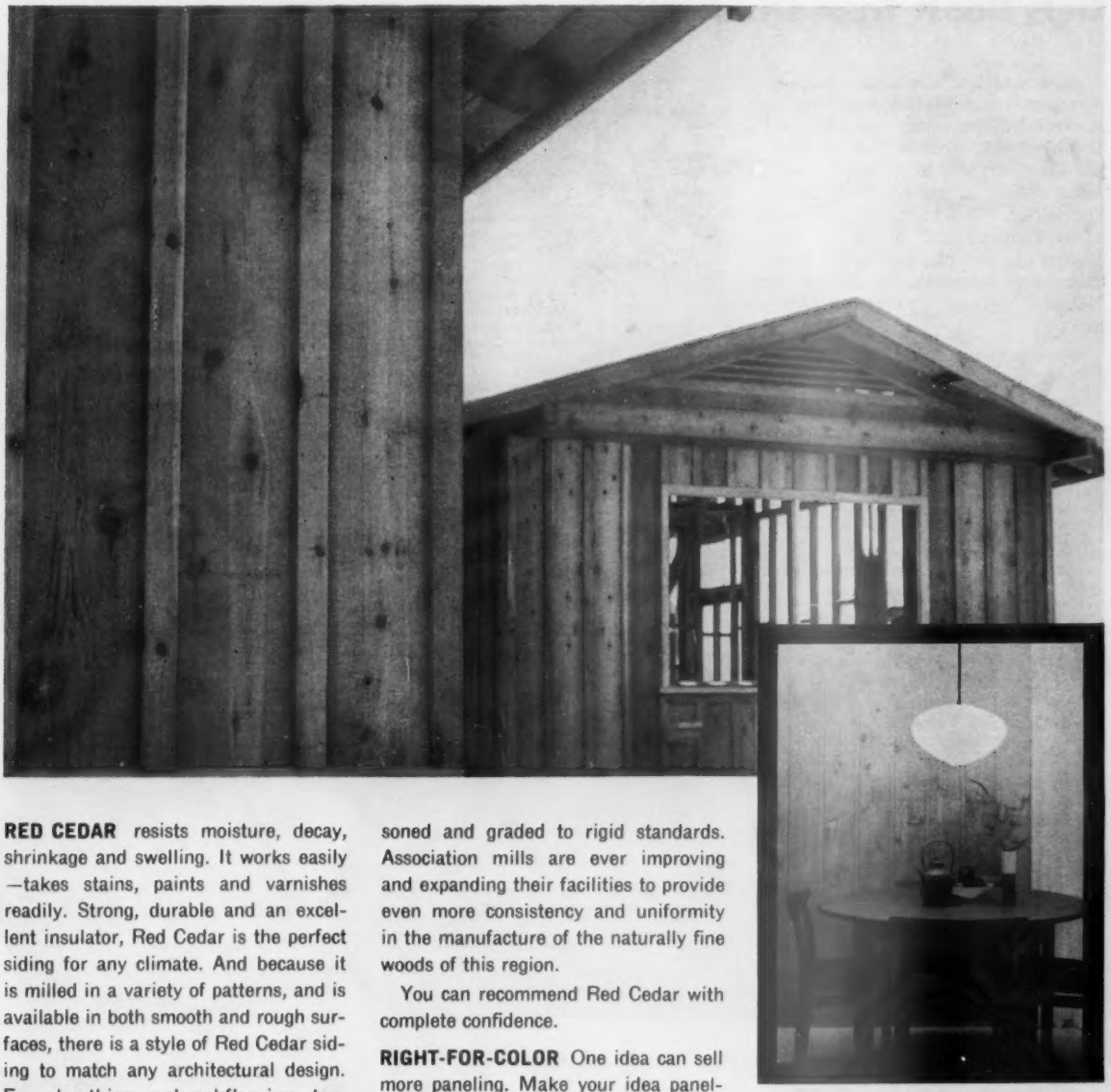
Brownlee will continue to handle the Association's insurance department through the Knoxville office, as it has been conducted in the past.

Owens, for the past eight years, has been general manager of the Tennessee Motor Transport Assn. Reportedly, he built that organization into one of Tennessee's leading trade associations.

'BLANKET' EXPRESSION OF THANKS — In gratitude for his efforts to develop state industry, the Oklahoma Lumbermen's Assn. recently feted 33-year-old Governor J. Howard Edmondson at its 14th annual officers and directors meeting. From OLA, Governor Edmondson was awarded hand-woven Indian blanket, enscribed in center with large red "E." Making presentation, above, are (l to r) Fred Templeman, Enid, retiring OLA president; Governor Edmondson; and OLA President Frank E. Carey Jr. of Oklahoma City.

RED CEDAR *for* WEATHER-RESISTANT SIDING . . .

one of the dependable, right-for-color woods of the **WESTERN PINE REGION**



RED CEDAR resists moisture, decay, shrinkage and swelling. It works easily —takes stains, paints and varnishes readily. Strong, durable and an excellent insulator, Red Cedar is the perfect siding for any climate. And because it is milled in a variety of patterns, and is available in both smooth and rough surfaces, there is a style of Red Cedar siding to match any architectural design. For sheathing and subflooring, too, suggest Red Cedar.

DEPENDABLE Red Cedar from the Western Pine Region is milled, seasoned and graded to rigid standards. Association mills are ever improving and expanding their facilities to provide even more consistency and uniformity in the manufacture of the naturally fine woods of this region.

You can recommend Red Cedar with complete confidence.

RIGHT-FOR-COLOR One idea can sell more paneling. Make your idea paneling of Red Cedar finished in color. It's a custom touch recognized by readers of American Home and Better Homes & Gardens, where rooms like the one above are appearing in full-color advertisements . . . rooms paneled in the right-for-color woods of the Western Pine Region.

Western Pine Association

member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species.

Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

 For more details on above items, use Coupon on Page 97

INDUSTRY NEWS

(Continued from page 10)

NLMA's Wood Promotion Program Gets Boost from Dixie Wholesalers

Assured that there are responsive segments of the industry at its side in promoting use of wood throughout the nation, the National Lumber Manufacturers Assn. has publicly acknowledged "financial support and stimulating words of encouragement" from the following Southern lumber wholesalers and salesmen, relative to its National Wood Promotion Program:

Addington-Beaman Lumber Co., Inc., Norfolk, Va.; W. L. Allen Lumber Co., Louisville, Ky.; Bagnal Lumber Co., Winston-Salem, N. C.; E. L. Barrow, Fort Worth, Tex.; Bass & Co., Hopkinsville, Ky.; E. N. Beard Lumber Co., Greensboro, N. C.; Paul P. Bellenger Lumber Co., Jackson, Miss.; Bishop-Roney Lumber Co., Louisville, Ky.

Bledsoe-McGee Lumber Sales, Harlingen, Tex.; Bolen-Brunson-Bell Lumber Co., Inc., Memphis, Tenn.; S. H. Bolinger & Co., Shreveport, La.; The Bright-Brooks Lumber Co., Inc., Charlotte, N. C.; Broadview Lumber Co., Carthage, Mo.; Brown Lumber Co., Louisville, Ky.; Pat Brown Lumber Corp., High Point, N. C.

W. K. Browne Lumber Co., Louisville, Ky.; Sam Carey Lumber Co., Memphis, Tenn.; Shehan Cary Lumber Co., St. Louis, Mo.; Cilco of South Florida, Inc., Fort Lauderdale, Fla.; Cilco of Tampa, Inc., Tampa, Fla.; Coronado Co., Jacksonville, Fla.

H. A. Crane, Baltimore, Md.; David Crisp Wholesale Lumber, Lubbock, Tex.; Curry-Thrash Lumber Co., Meridian, Miss.; Dalton-Bundy Lumber Co., Inc., Norfolk, Va.; Davis Lumber Co., Nashville, Tenn., Dobbins Brothers Lumber Co., Birmingham, Ala.; Doneghy & Spink Co., Kansas City, Mo.; Duke Forest Products, Inc., Memphis, Tenn.

Wm. F. Ebert Lumber Co., Clayton, Mo.; T. H. Estes Lumber Co., Nashville, Tenn.; Estill Lumber Co., Augusta, Ga.; Florida Southern Plywood Corp., Jacksonville, Fla.; T. A. Gaskin Lumber Co., Birmingham, Ala.; Gordon Lumber Co., Inc., Baltimore, Md.

Griffith-Coker Lumber Co., Inc., Birmingham, Ala.; Hare Lumber Co., Houston, Tex.; O. B. Hayes Distributors, Whaleyville, Va.; Hicks-Brown Lumber Co., Kansas City, Mo.; Houston Lumber Co., Atlanta, Ga.; Jordan Sales Co., Memphis, Tenn.; Kansas Wholesale Lumber Co., Wichita, Kan.; Kaul Lumber Co., Birmingham, Ala.

Kern Distributing Co., Inc., Washington, D. C.; M. L. King Co., Joplin, Mo.; C. E. Klumb Lumber Co., Crystal Springs, Miss.; Koelzer Lumber Co., Austin, Tex.; Lake & Nebel Lumber Sales, St. Louis, Mo.; Logan Lumber Co., Tampa, Fla.

Lumber Products Sales Co., Kansas City, Mo.; Evans McKinney Lumber Co., Inc., Atlanta, Ga.; McLaney Lumber Co., Inc., Charlotte, N. C.; Mann & Parker Lumber Co., Baltimore, Md.; Cliff Miller Lumber Sales, Inc., Jackson, Tenn.; Moses & Cline Forest Products, Dallas, Tex.

Moffatt & Bibb, Louisville, Ky.; W. H. Moynan, New Orleans, La.; Parker Lumber Co., Inc., Meridian, Miss.; J. R. Perkins Lumber Co., St. Louis, Mo.; Earl Raiford Lumber Co., Inc., Asheville, N. C.; Rawles & Son, Dallas, Tex.; Simmons Lumber Co., Houston, Tex.

Slaughter Lumber Sales, Dallas, Tex.; W. P. Stark Lumber Co., Kansas City, Kansas; Steel City Lumber Co., Birmingham, Ala.; Stubbs & Stubbs Lumber Co., Douglas, Ga.; Taylor & Cooper, Coral Gables, Fla.; Townsend-Robertson Lumber Co., Memphis, Tenn.

Trio Lumber Products Co., St. Louis, Mo.; Tri-State Lumber & Shingle Co., Kansas City, Mo.; Troutner Lumber Co., Inc., Richmond, Va.; Emmet Vaughn Lumber Co., Knoxville, Tenn.; George C. Vaughn & Sons, San Antonio, Tex.; Joe Virgeson Lumber Co., Inc., Columbia, S. C.; J. S. Walker Lumber Co., Inc., Jacksonville, Fla.

Wells-Oates Lumber Co., New Bern, N. C.; Anton K. Westh & Co., Kansas City, Mo.; Martin Wiegand, Inc., Washington, D. C.; Wightman Lumber Co., Miami, Fla.; Bud Wittenberg Lumber Sales, Webster Groves, Mo.; Woodard Walker Bowen, Inc., Shreveport, La.; and Wrenn Lumber Corp., Greensboro, N. C.

NATIONAL GYPSUM CO. . . . Former advertising manager of company's asbestos division, **Richard R. Bevan** has been upped to sales promotion manager. He was succeeded by **R. V. (Vic) Moran.**

IMPROVED Insulaire SPUN WOOL NEW

BUILDS CUSTOMER CONFIDENCE

BRINGS REPEAT SALES

BOOSTS YOUR PROFIT

New Mineral Fiber Process

INSULAIRE more than meets the most rigid Federal specifications or any other that calls for a FIRST quality permanent mineral wool. Each bag or tube is FULLY guaranteed. SATISFACTION is a must when you handle INSULAIRE.

Standard sizes readily available

Odd sizes on request

24 HOUR TRUCKING DELIVERY IN MOST CASES

For complete information write or telephone today to

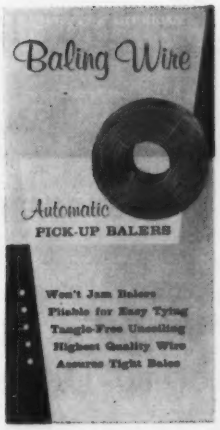
INDUSTRIAL PRODUCTS CO., INC.

MT. PLEASANT, TENNESSEE

PHONES — DR 9-3227 - 3228

SPUN WOOL

These FREE promotion pieces will boost your sales of the TCI line of USS products!



Weatherboard Siding Stuffer, S-54-4
Tenneseal Poultry Stuffer, ADTCI-MP-4-58
Tenneseal Sample Board for dealers*
American Poultry Fence Stuffer, W-55-1
Diamond Lawn Fence Stuffer
American Barbed Wire Stuffer, B-54-1
Ranger Barbed Wire Mailer*
Studded "T" Post Stuffer, ADTCI-MP-13-57
Roofing Sliding Scale Card showing number of square feet of steel roofing in a given number of sheets 26 inches wide after forming, ADTCI-MP-5-55
American Baling Wire Stuffer, ADTCI-MP-12-57
Blue Bonnett Bale Tie Stuffer, ADTCI-MP-11-56
TCI Nail Chart for dealers and builders, ADTCI-MP-2-58*
Poultry House Plan, No. 625*
Griptite Staple Stuffer, ADTCI-MP-10-56
Window and store display of TCI products*
Galvanized Flat Sheet Stuffer, ADTCI-ST-9-56
Catalog of Nails, No. 6347T*
Manual of Carpentry, No. 6217*

BALING WIRE
This folder packs a wallop on why USS American Baling Wire is perfect for use in automatic pick-up balers. The facts are stated briefly . . . and that's what the farmer wants to know. USS American Baling Wire carries the famous United States Steel guarantee which assures satisfactory performance. The next thing he looks for is where he can buy it. He finds out fast because your name and address are clearly imprinted right on the folder. Request Form No. AD-TCI-MP12-57.

USS TENNESEAL ROOFING
Used for direct mail or as a stuffer in statements etc., this folder generates sales for USS Tenneseal Roofing by outlining the facts on why Tenneseal is best. Request Form No. B-53-4-REV.

CORRUGATED ROOFING and SIDING
This folder sells USS Corrugated Roofing and Siding by telling very briefly how the process of manufacture benefits the buyer and how easy this roofing is to install. Request Form No. S-54-5.

USS AMERICAN FENCE
Here's an attractive folder you'll be proud to hand out or use as a stuffer. Drawings clearly show why USS American Fence is tops. All types of USS American Fence are briefly outlined. Request Form No. B-45-7-REV.

FARMERS and RANCHERS HANDBOOK
In addition to containing usable facts that farmers refer to every day, this 72-page handbook is also a complete catalog of the TCI line of United States Steel products. Use as a handout or direct-mailer. An attractive dispenser to display these handbooks in your store is available. All these sales promotion pieces *plus* those listed at left, are *free* to dealers of the TCI line of United States Steel products. Each item, except those marked (*) can be imprinted with your name and address. Check these sales-getters now and order your supply from your nearest District Office: Charlotte—Houston—Jacksonville—Memphis—New Orleans—Tulsa; or write directly to our General Office: Fairfield, Alabama.

USS, Tenneseal, American and Ranger are registered trademarks

Tennessee Coal & Iron Division of United States Steel

For more details on above items, use Coupon on Page 97

Mr. Dealer:

Here are 4 big reasons why you'll increase your hardware sales with MEDALIST. 1st...new NATIONAL LOCKsets and shining MEDALIST cabinet hardware creations offer the finest selection ever. 2nd...you'll enjoy "Direct-to-Dealer" prices $$$ and "Direct-to-Dealer" service from conveniently located warehouses. 3rd...new, more effective Medalist full-color hand-out folders, a 16-page "HARMONY IN HARDWARE" brochure and richly-finished cabinet hardware display boards help you sell. 4th...MEDALIST ads appear in all major consumer "shelter" magazines, to build year-round demand. Become a MEDALIST dealer today and reap the benefits of up-to-date distribution.

Medalist®

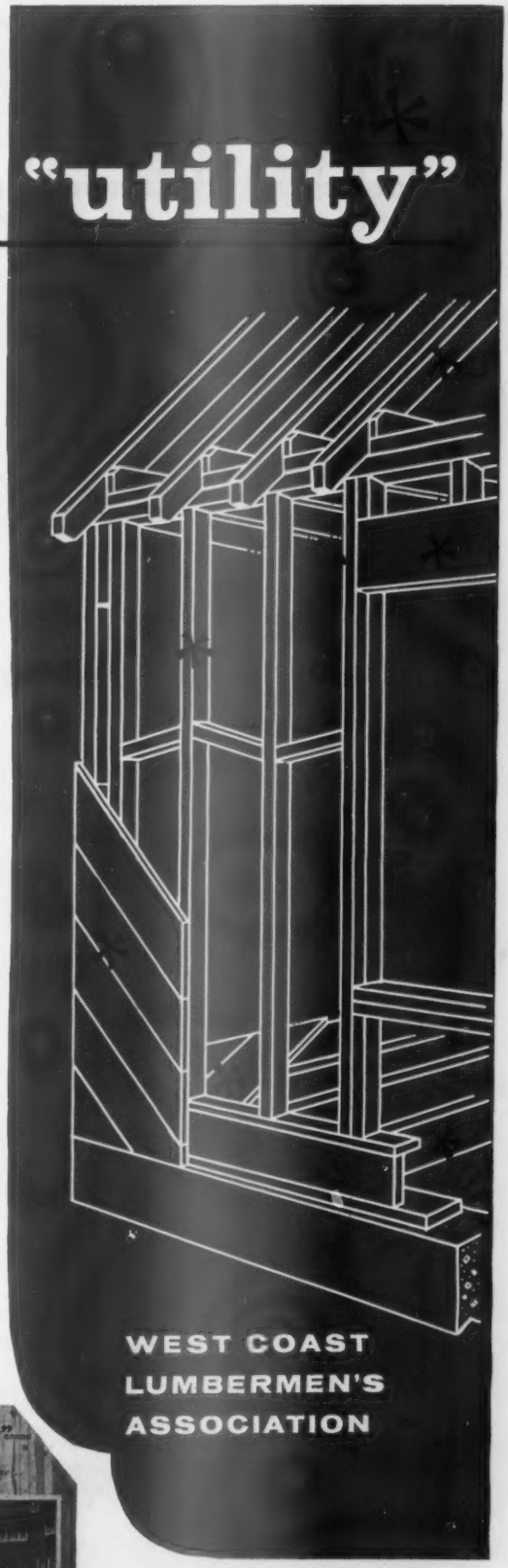
MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

Grade Wise is Profit Wise

SAVE...with "utility"

For framing quality *and* economy, there's no greater bargain than "Utility" grade-stamped West Coast lumber. "Utility" meets FHA standards for One-and-Two-Living Units in many framing and sheathing applications. (See FHA Bulletin No. 300 for spans and other application data.)

Discover the many home construction economies made possible by wise use of "Utility" grade West Coast framing lumber. You'll agree it adds up to important profits.



CHECK THESE USES for "Utility" grade West Coast Lumber (In accordance with FHA Minimum Property Standards):

RAFTERS FOR LIGHT ROOFING (Roof slope over 3 in 12)
(Weighing less than 4 lbs. per sq. ft. in place)

Douglas Fir Size	West Coast Hemlock Spacing	Maximum Span
2x6	16" o.c.	9'-8"
2x8	16" o.c.	14'-4"
2x10	16" o.c.	19'-8"

FLAT ROOF JOISTS supporting finished ceiling (Roof slope 3 in 12 or less)

2x6	16" o.c.	7'-8"
2x8	16" o.c.	11'-6"
2x10	16" o.c.	15'-8"
2x12	16" o.c.	18'-2"

CEILING JOISTS (no attic storage)

2x6	16" o.c.	11'-8"
2x8	16" o.c.	17'-6"

FLOOR JOISTS

		30 lb. live load*	40 lb. live load†
2x6	16" o.c.	7'-2"	6'-4"
2x8	16" o.c.	10'-8"	9'-6"
2x10	16" o.c.	14'-8"	13'-0"
2x12	16" o.c.	17'-0"	15'-4"

*sleeping rooms only †other than sleeping rooms

BOARDS. Ample strength and satisfactory coverage make "Utility" boards a primary material for sub-floors, wall sheathing and solid roof boarding in permanent construction. This grade is widely used for light concrete forms.

FULL INFORMATION

Just off the press. Detailed information on the way Utility grade West Coast framing lumber can serve you economically. Write us for your copy today!

1410 S. W. Morrison Street, Portland 5, Oregon

 For more details on above items, use Coupon on Page 97

INDUSTRY NEWS

(Continued from page 12)

Seidlitz, H. B. Davis Companies Merge As Consolidated Coatings & Chemicals

Consolidation of operations and resources of two of the nation's largest independent regional paint manufacturers — the H. B. Davis Co., Baltimore, Md., and Seidlitz Paint & Varnish Co., Kansas City, Mo. — officially occurred on January 1.

The consolidation, which includes four wholly-owned subsidiaries of two parent companies, was approved last December by directors and stockholders of both Davis and Seidlitz firms.

John W. Masury & Son, Inc., Baltimore, Md., and Masury Paints of Texas, Inc., Houston, Texas, are Davis subsidiaries. W. H. Sweney & Company, Inc., St. Paul, Minn., and Seidlitz Paints of Texas, Inc., Houston, Texas, are the Seidlitz-owned firms included in the merger.

While both companies and their subsidiaries will continue as independent operations under present management and personnel, both Davis and Seidlitz firms will become part of a surviving or overriding corporation to be known as Consolidated Coatings & Chemicals, Inc., with headquarters at Kansas City, Mo.

Officers of the newly-formed corporation, appointed at the inaugural directors' meeting, are: H. Braith Davis, chairman of the board; G. R. Seidlitz, president; A. L. Smith, executive vice-president; C. N. Seidlitz Jr., executive vice - president; W. P. Marsh, treasurer; and J. L. Hall, secretary.

Smith is currently executive vice-president of the Davis firm and C. N. Seidlitz Jr., is executive vice-president of Seidlitz. Marsh is Seidlitz treasurer, and Hall serves as treasurer of the Davis company.

Presidents of subsidiary companies involved are: Frank P. Connolly, John W. Masury & Son, Inc., Baltimore, Md.; J. Barry York, Masury Paints of Texas, Inc., Houston; W. H. Sweney Jr., W. H. Sweney & Company, St. Paul, Minn.; and John R. Seidlitz, Seidlitz Paints of Texas, Inc., Houston.

JOHNS-MANVILLE CORP. . . . Named to new post of assistant product manager for flooring is **J. J. Attridge,** Johns-Manville salesman since 1952. He will serve as assistant to **J. P. Stiger,** product manager.

INSURANCE SERVICE for LUMBERMEN

• It's wise to buy your insurance from people who understand the lumber business.

Your specialized knowledge of the lumber business helps you plan a successful merchandising program. This same high degree of specialized knowledge and experience enables Indiana Lumbermens to assure you adequate insurance coverage, tailored to meet your individual needs.

There's an Indiana Lumbermens Special Representative as near as your phone.

For quick, personal service, call—

J. C. MALLOY
115 Wildwood Terrace, Jackson 4, Miss.
DRake 2-4312

WALTER R. SCOTT, JR.
P. O. Box 4466, Alexandria, Louisiana, Hillcrest 3-0301

J. S. PIERCE
2357 Circle Ave., Memphis 12, Tenn.
GLendale 2-4019

INDIANA LUMBERMENS
MUTUAL Insurance Company

DIXISTEEL® Nails Now Come In Modern 50 lb Caddys

Hundred-pound nail containers have gone the way of old-fashioned keges! We're no longer packing nails that way. Now every type, size, and finish of top-quality DIXISTEEL Nails come only in the handy 50-pound Nail Caddy. It is strong, durable, and weather-proof. It is far more convenient and easier to handle — both for you and your customers.

ORDER DIXISTEEL® NAILS FOR EVERY NEED

Here are a few of the many types available:

BRIGHT—GALVANIZED—BLUED—CEMENT COATED

MADE IN DIXIE

Made Only by

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA

P. O. Box 1714 TRinity 5-3441

 For more details on above items, use Coupon on Page 97

another first from **Bilt-Well**

by **Caradco**

3 SIMPLE STEPS:

1. Slide detach shoe up the hardware linkage

2. Disengage linkage from swivel plate

3. Remove sash from retaining channel

Removable Awning Windows

Exclusive BILT-WELL quick hinge release makes sash removable from inside without tools

New removable BILT-WELL Awning Windows simplify original installation for the builder and maintenance for the homeowner.

Look at these other BILT-WELL features:

1 Brass or nylon bearings at all moving joints.

2 Hinge is fully concealed making unit prowler-proof.

3 Choice of operators—rigid bar, jointed bar, lever or gear.

4 Easily removed wood bead (patented) for simple reglazing.

5 New goldtone finish on metal hardware.

6 Surpasses F.H.A. minimum property requirements.

Manufactured by

CARADCO, Inc.

Dubuque, Iowa

AVAILABLE IN THESE STATES FROM THE FOLLOWING DISTRIBUTORS:

ARKANSAS
Carr-Adams Mfg. Co.
104 North Culberhouse
Jonesboro, Arkansas

DELAWARE
Delmarva Sh. & Dr. of Md., Inc.
Barclay, Maryland

GEORGIA
Binswanger & Co., Inc.
P.O. Box 1305
Macon, Georgia
Neal-Blun Company
50th & Montgomery Sts.
Savannah, Georgia

KANSAS
Shawnee Lbr. Co., Inc.
1815 Kansas Ave.
Topeka, Kansas
Adams & Kelly Co.
Hastings, Kansas
Adams & Kelly Co.
1218 Nicholas St.
Omaha 2, Nebraska

KENTUCKY
Byron Sh. & Dr. Co.
1519 South Brook St.
Louisville 8, Kentucky
Combs Lbr. Co.
P.O. Box 359
Lexington, Kentucky

LOUISIANA
Tulane Hdw. Lbr. Co., Inc.
4200 Tulane Ave.
New Orleans, Louisiana

MARYLAND
Delmarva Sh. & Dr. Co.
Barclay, Maryland
The Sanders Company
1021 N. Montford Ave.
Baltimore 5, Maryland

MISSOURI
Carr-Adams Mfg. Co.
Mexico, Missouri
Carr-Adams Mfg. Co.
134 Branch St.
St. Louis 7, Missouri
Adams & Kelly Co.
1218 Nicholas St.
Omaha 2, Nebraska

NORTH CAROLINA
Binswanger & Co., Inc.
Fayetteville, N. Carolina
Binswanger & Co., Inc.
P.O. Box 1680
Greensboro, N. Carolina
Miller Millwork Corp.
P.O. Box 3364
Charlotte, N. Carolina

OKLAHOMA
Reints Sash & Door Co.
P.O. Box 672
Oklahoma City 1, Okla.
L. C. Morgan Sh. & Dr. Co.
114 F. Ave.
Lawton, Oklahoma

SOUTH CAROLINA
Binswanger & Co., Inc.
1800 Laurel St.
Columbia, S. Carolina
Binswanger & Co., Inc.
723 Keith Dr.
Greenville, S. Carolina

TENNESSEE
Tennessee Bldg. Prod., Inc.
621 Murfreesboro Road
P.O. Box 7166
Nashville 10, Tennessee
Warren Bros. Co.
P.O. Box 1101
Nashville 4, Tennessee

VIRGINIA
Binswanger & Co., Inc.
P.O. Box 1539
Richmond 12, Virginia
Building Supplies Corp.
P.O. Box 477
Norfolk 1, Virginia
Roanoke Sh. & Dr. Co.
P.O. Box 896
13th St., S.W.
at Memorial Bridge
Roanoke, Virginia

There's more to sell with BILT WELL WOOD WORK *by Caradco*

Specify the BILT-WELL Line by CARADCO

Build Well with BILT-WELL WOOD WORK

Super double-hung windows

Super-hold

with ingenious sash-holding device for budget homes.

Super-lift

with fingertip operation for medium priced homes.

Super-therm

with double insulating glass for custom built homes.

Casement Windows

Sleek, trim, double-weather-stripped casements with concealed hinges and hardware. Unitized sill permits side-by-side installation in long ribbons.

Awning Windows

New releasable hinge permits removal of sash for easy cleaning. Lever, jointed bar, rigid bar or gear operator available. Use these windows as casements, awning, hopper or fixed sash.

Kitchen Cabinets

Beautiful, streamlined cabinets of Ponderosa Pine with pine or birch doors and drawer fronts. Cabinets come in 3" modules to fit any size kitchen. Wide choice of accessories.

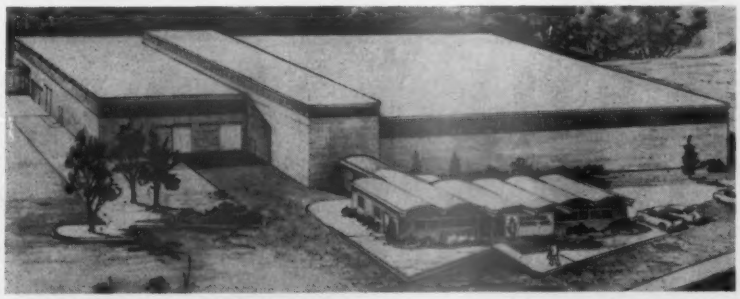
Storage Walls

Economical and practical arrangements of door and drawer units form complete storage walls. Easy to install in out-of-the-way corners for additional storage, too.

BILT-WELL Products
by **CARADCO, INC.**
Dubuque, Iowa

MASONITE VETERAN IS HONORED — Commemorating his 25 years with Masonite in Florida, company's Southeastern Building Products Div. on December 10 honored Larry C. Pheil, Orlando, with banquet and watch-presentation at Dinkler-Plaza Hotel in Atlanta. Pheil's watch was presented by Sales Manager Don J. Moore, Eastern Building Products Div., Chicago; and Manager John T. Moore, Southeastern Div., Atlanta. On hand for occasion were T. J. Ginn, assistant manager, Industrial Div., Atlanta; M. L. Drake, assistant manager of industrial sales, Chicago; and contingent of Masonite's Southeastern building product salesmen. Gracing head table, above, are (l to r) Mr. & Mrs. T. J. Ginn, D. J. Moore, Mr. & Mrs. Larry C. Pheil, John T. Moore, and M. L. Drake. In camera's range were salesmen Mal Anderson, Jacksonville, Fla. (extreme left); and (to right of head table, l to r) Mal Wall, Montgomery, Ala.; Lew Fellers, Columbia, S. C.; and Elmer Stutes, Baton Rouge, La.

GREAT WHITE FLEET — This caravan of 22 gleaming mobile showcase trailers (count 'em!) recently fanned out from Armstrong Cork Co. headquarters in Lancaster, Pa., to visit some 20,000 retail flooring dealers throughout country. Packing equipment for demonstrating individualized plan for merchandising resilient floors, each trailer can be used by a company wholesale distributor for a specified time for scheduling individual meetings with key retail accounts. Retail dealers will be able to tour trailer while parked at their own stores, to see latest display ideas, a model store layout, a merchandising library, aids to financial management, and best-selling patterns in flooring and floor covering. Each visiting dealer will find Armstrong's Floor Div.'s '60 advertising program localized, to show him how many flooring prospects are reached in his own area.



A HEADQUARTERS WOOD-SHOWCASE — Architect's conception of United States Plywood Corp.'s new 80,000 sq. ft. particle board plant in South Boston, Va., hints at what will be done with company's own product. Inside and out, new facility reportedly will be standing display of products of significance to wood industry. Factory roof will be ¾" Douglas fir plywood, with special surfacing. Sidewalls will be pine Duraply (pine panels to which an overlag is bonded to provide durable paint surface). Trusses and beams will be glue-laminated wood. Office section interior, to be sure, will be finished in USP's Weldwood prefinished wall paneling. Exception to all-wood rule will be use of USP new product, Weldwood Acrilux fiberglass panel, said to be first all-acrylic product of that nature.

 For more details on above items, use Coupon on Page 97

INDUSTRY NEWS

(Continued from page 19)

F. R. Weddington Passes; Former SSDJA President

Frank Ruel Weddington, president of Wm. Cameron & Co., Waco, Texas, died of a heart attack on Christmas Day while hunting quail at his firm's lodge in Trinity County. He was 58.

Weddington was a past-president of the Southern Sash & Door Jobbers Assn., and a veteran director of the Lumbermen's Assn. of Texas.

He had served the Cameron organization for more than 40 years, and was a key figure in its drive toward its position as one of the country's largest manufacturers and distributors of building materials.

His rise to the presidency reportedly was the classic American success story. He started his career as a laborer in the company's Ideal Millwork factory in Waco, and rose steadily to the top, becoming president in 1952. On the way up, he held numerous positions, including shipping clerk, cost accountant, salesman, branch manager, sales manager, and vice-president of the wholesale division.

Relative to his passing, Executive Vice-President Gene Ebersole of the Lumbermen's Assn. of Texas commented: "Mr. Weddington has worked long and hard for the good of our industry. His loss will be keenly felt."

Frank R. Weddington

Aluminum Windows Hike 10%

A general increase of 10 per cent — first in the history of the industry — in the price of aluminum windows recently occurred in Florida. Three major Miami manufacturers announced price increase jointly, attributing their action to a December rise in cost of aluminum from primary producers (Kaiser, Reynolds, and Alcoa).

Florida Shows 27% Gain In Building Contracts

Florida led other Dixie states in future construction contracts for November with an increase of 27 per cent over November, 1958, the F. W. Dodge Corp. noted.

A "substantial increase" was also reported in Delaware, West Virginia, and the metropolitan Atlanta, Ga., area.

Major decreases occurred in Georgia, down 42 per cent; Oklahoma, down 4 per cent; and Texas, down 10 per cent.

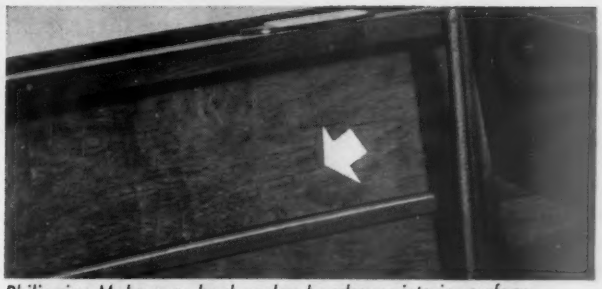
Dallas Materialman Dies

John Sprague Chase, 61, of Dallas, Texas, a veteran building materials broker, died of a heart attack on November 23 at a Dallas hospital. President of Chico Building Products, Inc., he was past-president and a director of the National Concrete Masonry Assn., reportedly the first Southwesterner ever to head the organization.

Allston Heads Sales for Clark

Clark Wire & Supply Corp. of Houston, Texas, has appointed R. H. (Bob) Allson of Baytown, Texas, as general sales manager.

OPTIMISTIC OUTLOOKS FOR 1960 are individually mirrored in faces comprising sales force of Azrock Floor Products, members of which recently converged on Houston, Texas, for firm's annual sales conference. Sporting gold (for money) vests are (seated, l to r) R. E. Dunne, assistant comptroller; Jack Schlichenmaier, Glenn Advertising Agency; L. E. Greenway; R. L. Dergance; G. A. Telfer, Pacific Coast division manager; H. R. Brown, vice-president; G. H. Alvey, president; W. K. Clark, general sales manager; O. J. Blattner, Midwest division manager; F. E. King Jr., Southeast division manager; T. B. Grover, manager, sales service dept.; C. F. Nelson; J. C. Vynalek, advertising manager. Second row (l to r): R. H. Bendig; W. Burt; T. F. Geary Jr.; J. K. Dupuy; D. Snyder; C. McClure Jr.; F. A. Bouquet; W. L. McComas; P. G. Scott; L. C. Hosack. Top row (l to r): F. E. Lyons; H. O. Prock; K. Cleary; J. Bryce; M. D. McHenry; E. Fromberg; B. Ogletree; M. Neel; H. C. Rother; S. D. LeFurgy; W. R. Bell, assistant to advertising manager; K. G. Schwalen; H. A. Carrington; F. E. Byrd; J. C. Gillespie; R. H. Broach, sales service assistant; E. B. Webb; W. E. Wright; and E. G. Weisman.



Philippine Mahogany back makes handsome interior surface.

FORMS BETTER, PAINTS BETTER!

GPX-Marine Green uses fir for strong core, plus Philippine Mahogany under the overlay. No patches to "pop" under bending stress. No telegraphing grain • Exclusive latex additive in the overlay itself provides a better "tooth" . . . paint holds better • Paint lasts 3 or 4 times longer than on fir plywood. No grain raise or checking. • Five and seven ply, all standard plywood sizes. Special sizes available.

NOW FOR YOUR BOAT-BUILDING CUSTOMERS

GPX®-MARINE GREEN

NEW GEORGIA-PACIFIC OVERLAID PLYWOOD

Send for your sample of GPX-Marine Green today. We will include complete product information and your nearest source. Write Georgia-Pacific, Equitable Bldg., Portland, Ore. Dept. No. SBS-260

PLYWOOD & REDWOOD—LUMBER & HARDBOARD—PULP & PAPER

LAMINATED
FOR GREATER DURABILITY

SONOCO *DUROPIPE*® BITUMINIZED FIBRE PIPE

Complies with Commercial Standard CS 226-59

COMPARE THESE REQUIREMENTS

TEST*	CS 116-54	CS 226-59
Crushing Strength	1100 lb per ft min.	1250 lb per ft min.
Water Absorption	2% gain max.	2% gain max.
Beam Strength	2200 lbs min.	2200 lbs min.
Flattening (change in Dia.)	3% max.	2% max.
Axial Crushing Strength	Not specified	13,000 lbs min.
Coupling Crush Strength	370 lbs min.	420 lbs min.

*Using Nominal Size of 4 inch Pipe.

Exclusive LAMINATED construction makes Sonoco DUROPIPE the toughest, strongest fibre pipe on the market. Many layers of fibre are tightly bonded together by a special Sonoco process, then pressure-impregnated with a bituminous compound to make the strongest fibre pipe produced anywhere.

With all its extra strength, DUROPIPE is lightweight and easy to handle. LAMINATED Sonoco DUROPIPE Bituminized Fibre Pipe insures a permanent trouble-free sewer system. Also in the perforated type for drains and disposal fields.

ORDER THE SIZE YOU NEED

(All pieces shipped in full standard length specified)

Sonoco DUROPIPE comes in standard 10′ lengths, 2″, 3″, 4″, 5″, 6″, and 8″ diameters — also 5′ lengths, 4″ dia. only. One sleeve coupling with each length.

3891

For information and prices, write

SONOCO

Construction Products

SONOCO PRODUCTS COMPANY • HARTSVILLE, S. C.

Ruberoid Helps You Build . . . Flooring Business

EVERY PROMOTION AND DISPLAY TOOL YOU NEED TO SELL FLOORING IS YOURS WHEN YOU HANDLE THE RUBEROID FLOOR TILE LINE

It takes more than a quality floor tile product to build "do-it-yourself" flooring business. RUBEROID has the quality product *plus* every promotion and display tool you need to build volume sales. Check all the pieces shown in the above illustration.

Discuss these items with your RUBEROID distributor. Get the ones *you* need. RUBEROID's big national advertising program starts next month, so get set now! The RUBEROID Co., 500 Fifth Avenue, New York 36, N. Y.

RUBEROID®
FLOOR TILE

 For more details on above items, use Coupon on Page 97

NEW!
WABASH

VISTA

Years-ahead windows

MODERN VISTARAMA PICTURE-AWNING WINDOW—a single unit combining fixed upper sash and ventilating lower sash, for a picture view and fresh air, too.

ADVANCED DESIGN and unique engineering "firsts" make Wabash Vistarama the most talked-about wood windows of the year. Here are windows of the 1960's . . . with more truly modern features than any other line. That's why Vistarama is setting standards of quality for the entire industry.

In addition to the styles shown above, the Vistarama line includes elegant slim-line casement windows with maximum glass area. Exclusive "unitized" frame permits sturdy, rigid installation singly or in any casement grouping.

All Wabash Vistarama units, crafted of preservative-treated Ponderosa Pine, are backed by 75 years of Wabash wood production know-how. Ask your jobber about his complete Vistarama stocks . . . his arsenal of "on-target" promotional and selling aids. A call will convince you it pays to handle the line that's prompting the talk—Wabash Vistarama.

hat sell on sight!

RAMA

WOOD WINDOWS

VERSATILE VISTARAMA PANEL WINDOW—can be arranged in countless groupings; installed as awning, hopper, fixed unit, or as economy casement.

Features like these put Vistarama years ahead:

MORE WEATHER-TIGHT—neoprene weatherstrip, applied to frame for tighter seal. Retains flexibility at temperature extremes; will not deteriorate.

NYLON SHOE HINGES—factory-installed. Smooth, silent; never need oiling. Adjustable tension. Cadmium-plated; will not corrode.

WOOD BEAD GLAZING—glass set in glazing compound; anchored with attractive wood stops. Tighter seal; faster, easier to reglaze.

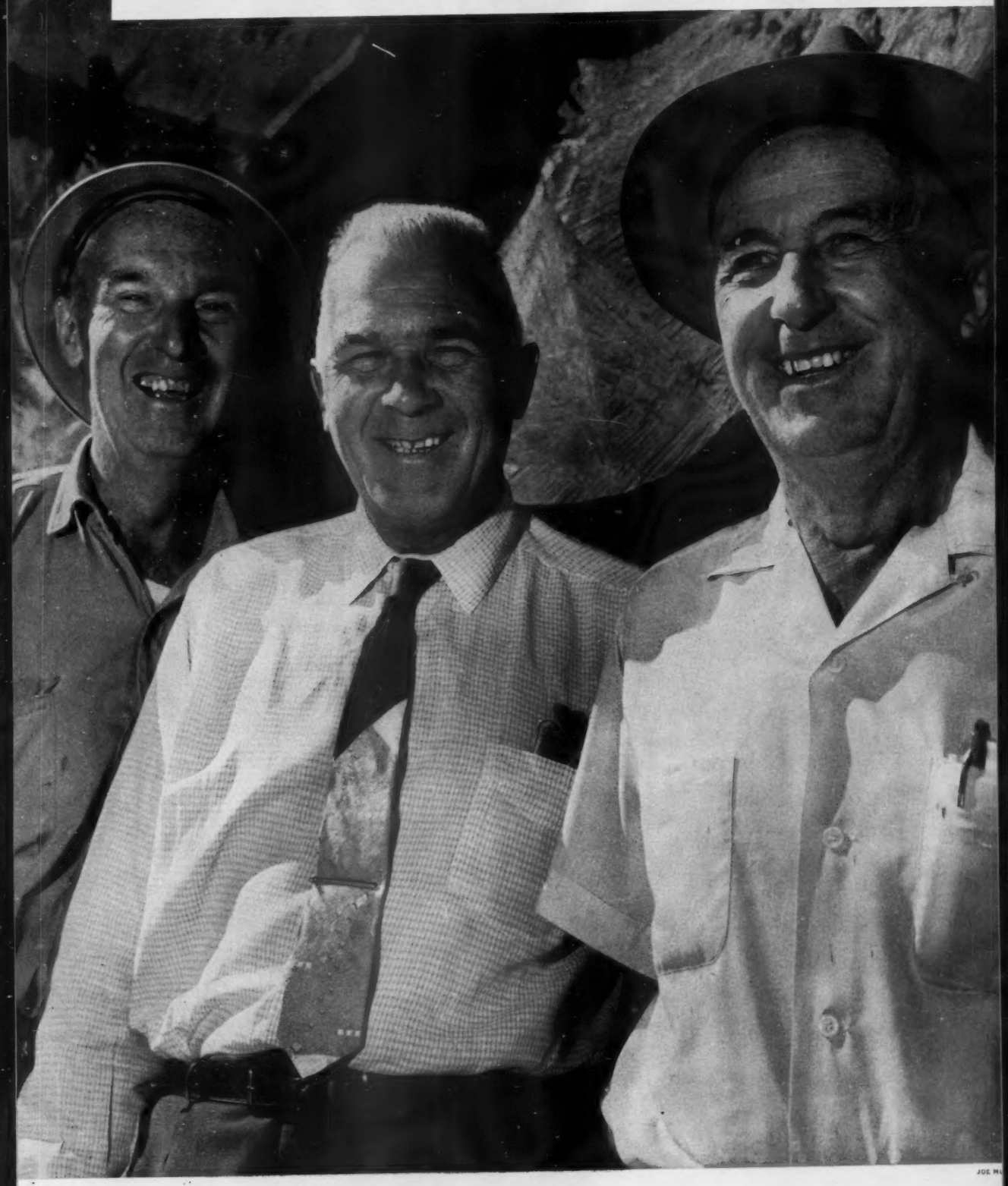
WABASH
VISTARAMA®
WINDOW UNITS

DISTRIBUTED BY:
Addison-Rudesal, Inc., Atlanta, Ga.
Central Warehouse Corporation, Bristol, Va.
Central Woodwork, Inc., Memphis & Jackson, Tenn.
Cincinnati Sash & Door Co., Cincinnati, Ohio
Dealers Warehouse Corporation, Knoxville, Tenn.
Dyke Bros., Kansas City, Missouri
Harris-Webber Sash & Door Co., Nashville, Tenn.
McPhillips Mfg. Company, Mobile, Alabama
Reserve Warehouse Corporation, Chattanooga, Tenn.
Scott Sash and Door Co., Little Rock, Ark.

WABASH VISTARAMA IS THE REGISTERED TRADE-NAME OF

THE WABASH SCREEN DOOR COMPANY 310 South Michigan Avenue • Chicago 4, Illinois

Meet the MacMillan brothers, lumbermen...



PALCO—*over 90 years of leadership built by people, plant, product*

...“MacMillan” is a very familiar name on the payroll of The Pacific Lumber Company. Among them, Duke, Emmett, and Ray MacMillan have 104 years of continuous service, more years than the company itself. They symbolize Pacific in another way, too. As Trainmaster, Ray helps bring the huge redwood and fir logs to the mill. Foreman Duke oversees their conversion into prime lumber—through the great hydraulic barker to the saws and sorting chains to the dry kiln and yards for seasoning. Finally, Emmett supervises order makeup, loading, and shipment to market.

More than in most industrial operations, the production of high quality redwood lumber depends upon trained skill and judgment, born of aptitude, experience, and a “feel” for wood. Men like the MacMillans typify the people of Pacific — in the woods, the mills, and the field. Lumbering is their profession; constant refinement of methods and product their dedication.

It is because of this, that Pacific has maintained its position of leadership in the industry for more than 90 years. It assures you of a dependable supply of Architectural Quality *Palco Redwood* — the industry's standard of comparison.

PALCO

THE PACIFIC LUMBER COMPANY

Mills at Scotia, Eureka, and Elk, California

100 Bush St., San Francisco 4, Calif.
35 E. Wacker Dr., Chicago 1, Ill.
2185 Huntington Dr., San Marino 9, Calif.

Member of California Redwood Association

Huttig Chooses McClannan As General Sales Manager

Ernest F. McClannan has been appointed general sales manager of Huttig Sash & Door Co. in St. Louis, Mo. Succeeding him as Huttig Columbus, Ohio, branch manager is Coy L. Chambers.

McClannan joined Huttig at Columbus in 1940, on graduation from Ohio State University School of Business. He became manager of that operation in 1947, and was elected a regional vice-president in 1954.

McClannan Chambers

Chambers—a native of Roanoke, Va., and graduate in building construction of Virginia Polytechnic Institute in 1950 — joined Huttig in 1954. In 1958, he was made a sales supervisor at St. Louis, later appointed sales manager of American Sash & Door Co., Kansas City, Mo., a Huttig subsidiary.

Wood Conversion Releases Movie on Lu-Re-Co Aspects

To acquaint dealers with multiple advantages to be had in component construction, Wood Conversion Co., St Paul, Minn, announces availability of a 16 mm sound film in color, “Better Homes in Jig-Time.”

The 30-minute film, narrated by veteran TV newscaster John Daly, shows how Lu-Re-Co method helps dealers and builders solve their biggest home building problem — controlling construction costs, while giving public comfort and quality features demanded.

Every step of Lu-Re-Co operation — from jig table to erection of panels on job site and installation of roof trusses — is detailed in the non-commercial movie. In addition, nine recognized dealers from various sectors of the country tell about benefits accruing to them from Lu-Re-Co building.

Requests to view movie should be sent directly to Wood Conversion Co., First National Bank Building, St. Paul, Minn.

Kitchen Kompact to Boost Output at New Ind. Site

Making its second major move in two years, Kitchen Kompact, Inc., kitchen cabinet manufacturer, has purchased new quarters near metropolitan Louisville in Jeffersonville, Ind. Production got under way on January 4.

Formerly used by the Quartermaster Corps, the company's new facilities include approximately 320,000 square feet of manufacturing area, over 4,000 feet of production lines, and some 2,500 feet of monorail equipment extending into various finishing operations.

Firm officials anticipate production of 2,000 cabinets per day at the new site. Prior record capacity reached 750 daily units.

Kitchen Kompact operates in 30 states through distributors in major marketing areas. Company began in 1937 as a large custom shop, soon establishing a reputation as a leading Southeastern operation.

Firm officers are Dwight Gahm, president; E. Patrick Serpell, vice-president in charge of sales; J. W. Duke, assistant sales manager; and George W. Wagner, vice-president in charge of production.

Masonite's Sharp, 53, Passes

Park Arnold Sharp, 53, of Atlanta, Ga., Southeastern Div. manager of the Masonite Corp., died unexpectedly on Christmas Day at his Atlanta residence. He had been associated with Masonite for the past 25 years.

FLMA Past-President Dies

Harry Lawson of Hollywood, Fla., a past-president of the Florida Lumber & Millwork Assn., passed on suddenly at his home on November 18. Lawson was executive secretary and general manager of Mack Industries, Hollywood.

emblems of

wood window values

from

MW

Choose your windows from MW's full line of quality wood units. Our selection of beautiful styles and low price ranges are sure to please. We also distribute a wide variety of building materials and supplies.

REMOVABLE R·O·W WOOD WINDOW WITH LIFTLOX WINDOW BALANCE

Franklin CS QUALITY WOOD WINDOW UNIT

BASIC WOOD WINDOW UNITS VENT-A-WALL FOR MULTI-COMBINATION GROUPING

WOOD R·O·W WINDOWS REMOVABLE HIGH-LITE GLIDER

QUALITY WOOD Reno CS WINDOW UNIT

Manufactured by

MW DISTRIBUTORS • Rocky Mount, Virginia

See your favorite Building Materials Dealer

CONVENTION CALENDAR

FEBRUARY 8-9: **Southeastern Lumbermen's Club,** Dinkler-Plaza Hotel, Atlanta, Ga.

FEBRUARY 14-16: **Mid - South Convention and Building Material Show,** Municipal Auditorium, Memphis, Tenn. Sponsored by Tennessee Building Material Assn.

FEBRUARY 17-19: **Virginia Building Material Assn.,** Hotel Chamberlin, Fort Monroe. Exhibits.

FEBRUARY 25-27: **National Assn. of Lumber Salesmen, Inc.,** Peabody Hotel, Memphis, Tenn.

MARCH 8-10: **Carolina Lumber and Building Supply Assn.,** Municipal Auditorium, Asheville, N. C. Exhibits.

MARCH 22-24: **Louisiana Building Material Dealers Assn.,** Jung Hotel, New Orleans. Exhibits.

MARCH 31 - APRIL 1: **Mississippi Retail Lumber Dealers Assn.,** Buena Vista Hotel, Biloxi. Exhibits.

APRIL 10-12: **Lumbermen's Assn. of Texas,** Austin Municipal Auditorium, Austin. Exhibits.

APRIL 20-21: **Arkansas Assn. of Lumber Dealers,** Hotel Marion, Little Rock.

APRIL 20-21: **Kansas Lumbermen's Assn.,** Lamer Hotel, Salina.

APRIL 21-23: **Florida Lumber & Millwork Assn.,** Hotel Robert Meyer, Jacksonville, Fla. Exhibits.

MAY 9-11: **National Building Material Distributors Assn.,** Arlington Hotel, Hot Springs, Ark.

MAY 22-25: **Building Material Merchants of Georgia,** Castle-in-the-Clouds Hotel, Lookout Mountain, Tenn.

JUNE 13-14: **Southern Sash & Door Jobbers Assn.,** Hotel Peabody, Memphis, Tenn.

NOVEMBER 13-15: **Southern Sash & Door Jobbers Assn.,** The Greenbrier, White Sulphur Springs, W. Va.

NOVEMBER 13-16: **National Retail Lumber Dealers Assn.,** Brooks Hall Annex, Civic Auditorium, San Francisco, Calif. Exhibits.

NOVEMBER 16 - 18: **National Building Material Distributors Assn.,** Palmer House, Chicago, Ill.

PCI Sets Up Chicago Office

Prestressed Concrete Institute has established headquarters at 205 W. Wacker Drive, Chicago, Ill. PCI moved from Boca Raton, Fla.

a NEW low-cost arrangement for batching aggregates and cement

FLEXIBLE . . . PORTABLE . . .

Now, Johnson brings you a new opportunity to reduce costs on your ready-mix or concrete products operations. At a minimum investment in batch plant equipment, you can weigh out 60 to 70 cubic yards of aggregates and cement per hour with this new "Gopher" . . . operate it as a one-stop plant (illustrated) . . . or use the cement unit and aggregate unit as independent plants. Any time you want to move to new site or market area, just pick up and go! "Gopher" has complete axle, wheel, towing assemblies on all units except aggregate storage bin. All wiring, piping, air lines have pre-fit couplings and connections for quick, easy hook-up.

Everything pre-assembled . . . Big, 285-bbl. Porto-Silo, 8 ft. in diameter, has integral 180 bbl.-per-hour bucket elevator. (Larger 375-bbl., 9-ft. dia. Porto-Silo optional.) 4,000-lb. cement batcher is air-ram operated, can be remote-controlled from aggregate plant. The 6-cu. yd. aggregate batch unit has three 12,000-lb. weigh-beams, 24-in. discharge belt conveyor, auto-stop water meter with 2-in. piping. 3-compartment overhead aggregate storage bin available in 40 or 100 ton capacity. Johnson® distributor has *more* information that will interest you. Call today, or write us.

Mail to: C. S. JOHNSON Co., Champaign, Ill.
Send us complete specs. on the "Gopher".
NAME
COMPANY
STREET
CITY, STATE
J920 SBS

It's the NEW "Gopher" plant . . . from C. S. JOHNSON CO., CHAMPAIGN, ILL. • STOCKTON, CALIF. (Division of Keehring Co.)

Johns-Manville announces a great new

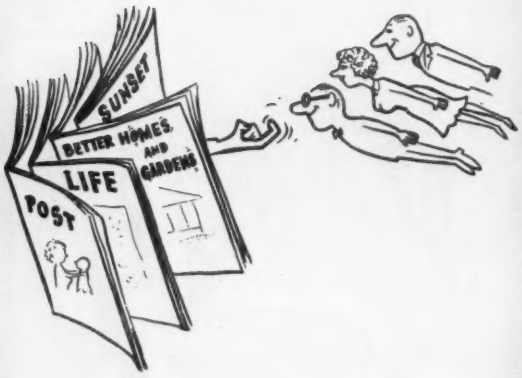
1

Here! A great new Johns-Manville Spring program . . .

2

. . . to bring you record-breaking sales of J-M 7-Star Value Products . . .

5



. . . supported by block-buster national advertising including network TV . . .

6

. . . with a sure-fire traffic builder to pull in prospects . . .

JOHNS-MANVILLE JM PRODUCTS

COMPLETE SELLING KIT • BIG "COME IN OFFER" • BLOCKBUSTER NATIONAL ADS
• PUBLICITY RELEASES • DISPLAYS • LITERATURE

Spring Home RENEWAL program for you!

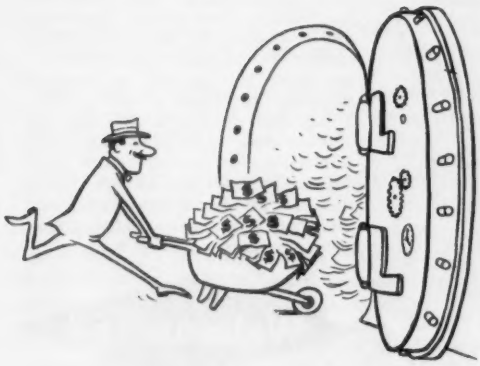
3

. . . cashing in on the big 1960 remodelling boom . . .

4

. . . appealing to both do-it-yourselfers and have-it-doners . . .

7



. . . for the 7-Star Value Products that will keep you busy making money . . .

8

. . . Hurry, hurry, hurry! Mail this coupon for the details, now!

JOHNS-MANVILLE
Dept. SB-2
22 East 40th Street
New York 16, N. Y.

What's in it for me? Send a salesman around to tell me all about the big Home RENEWAL Promotion.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____

- FREE AD MATS
- IDEAS
- SEVEN-STAR VALUE PRODUCTS

JOHNS-MANVILLE
7-Star Value Products

J-M 7★

For more details on above items, use Coupon on Page 97

It's second nature for me to specify Wolmanized® pressure-treated lumber for structural wood members in contact with masonry or near the ground. I also make sure I recommend Wolmanized lumber where condensation, high humidity and process moisture set up conditions favorable to decay. And what really pleases me—Wolmanized lumber not only has built-in termite and decay resistance, it gives me complete freedom of design for it has all the versatility of ordinary lumber.

Wolmanized®

PRESSURE-TREATED LUMBER

If you're a dealer interested in the growing market for decay and termite resistant lumber, contact one of the companies shown on this page. A sixteen page booklet on the uses of "Wolmanized" lumber in light and heavy construction is yours for the asking.

Wolmanized®

PRESSURE-TREATED LUMBER

where to get Wolmanized®

PRESSURE-TREATED LUMBER

Licensee Treaters

- **ATLANTIC GULF & PACIFIC COMPANY** Manila, P. I.
- **AUGUSTA WOOD PRESERVING COMPANY** Augusta, Georgia
- **BAXTER-WYCKOFF COMPANY** Seattle, Washington
- **BRICE WOOD PRESERVING COMPANY** Archer, Florida
- **CAPE FEAR WOOD PRESERVING COMPANY** Fayetteville, North Carolina
- **COLUMBIA WOOD PRESERVING COMPANY** Columbia, South Carolina
- **COX WOOD PRESERVING COMPANY** Orangeburg, South Carolina
- **CROSS, AUSTIN LUMBER TREATING CORP.** Brooklyn, New York
- **DANTZLER LUMBER & EXPORT COMPANY** Jacksonville & Pompano Beach, Florida
- **DARBY WOOD PRESERVING COMPANY** Statesboro, Georgia
- **DURABLE WOOD PRESERVING COMPANY** Charlotte, North Carolina
- **FOLLEY WOOD PRESERVING COMPANY** Sumter, South Carolina
- **FULLER LUMBER COMPANY** Lewisville, Arkansas
- **GREENVILLE WOOD PRESERVING COMPANY** Greenville, South Carolina
- **HONOLULU WOOD TREATING COMPANY, LTD.** Honolulu, T. H.
- **IMPREGNADORES DE MADERA** Gualan, Guatemala
- **INTERNATIONAL PAPER COMPANY** Long-Bell Division, Longview, Washington
- **JOSLYN MFG. & SUPPLY COMPANY** Chicago, Illinois
- **KELLOGG TRANSFER, INC.** Kellogg, Idaho
- **MADISON WOOD PRESERVERS, INC.** Madison, Virginia
- **MIAMI WOOD TREATING COMPANY** Coral Gables, Florida
- **T. R. MILLER MILL COMPANY** Brewton, Alabama
- **OLIN MATHIESON CHEMICAL CORPORATION** Frost Forest Products Division, Shreveport, La.
- **ROBBINS MANUFACTURING COMPANY** Tampa & Orlando, Florida
- **SHERWOOD TREATING COMPANY** Winston-Salem, North Carolina
- **SMITH-EVANS LUMBER COMPANY** Rome, Georgia
- **G. M. STEWART LUMBER COMPANY** Minneapolis, Minnesota
- **STRUCTURAL WOODS PRESERVING COMPANY** Greensboro, North Carolina
- **TIMBER PRESERVERS, LTD.** New Westminster, B. C., Canada
- **TOLLESON LUMBER COMPANY** Perry, Georgia
- **URANIA LUMBER COMPANY, LTD.** Urania, Louisiana
- **WALKER-WILLIAMS LUMBER COMPANY** Hatchechubbee, Alabama
- **WEST ELIZABETH LUMBER COMPANY** West Elizabeth, Pennsylvania
- **WOOD PRESERVERS, INC.** Warsaw, Virginia
- **WOOD PRESERVING CORP. OF BALTIMORE** Baltimore, Maryland
- **WOOD TREATING INDUSTRIES, INC.** Hato Rey, Puerto Rico

KOPPERS PLANTS

- **ADELAIDE, PA.**
- **BALTIMORE, MD.**
- **CARBONDALE, ILL.**
- **CHARLESTON, S. C.**
- **CROSSETT, ARK.**
- **EVERETT, WASH.**
- **FLORENCE, S. C.**
- **FORDYCE, ARK.**
- **GAINESVILLE, FLA.**
- **HOUSTON, TEXAS**
- **MONTGOMERY, ALA.**
- **NASHUA, N. H.**
- **ORRVILLE, OHIO**
- **PORT NEWARK, N. J.**
- **WAUNA, OREGON**
- **WILMINGTON, CALIF.**

As a builder I know the value of both sales appeal and customer satisfaction. That's why I always use Wolmanized® pressure-treated lumber everywhere wood members are near the ground or contact masonry in houses I erect. Then I can tell prospects and buyers, "These houses have lifetime protection against termites and rot." Naturally, both my lumber dealer and I profit. He gets *more* house jobs from me. I get *more* satisfied homeowners who recommend me.

Wolmanized®

PRESSURE-TREATED LUMBER

If you're a dealer interested in the growing market for decay and termite resistant lumber, contact one of the companies shown on this page. A sixteen page booklet on the uses of "Wolmanized" lumber in light and heavy construction is yours for the asking.

W-42

Wolman Preservative Department
KOPPERS COMPANY, INC.
756 Koppers Building, Pittsburgh 19, Pa.

BUILDERS BUY MORE

QUALITY WINDOW UNITS

EQUIPPED WITH

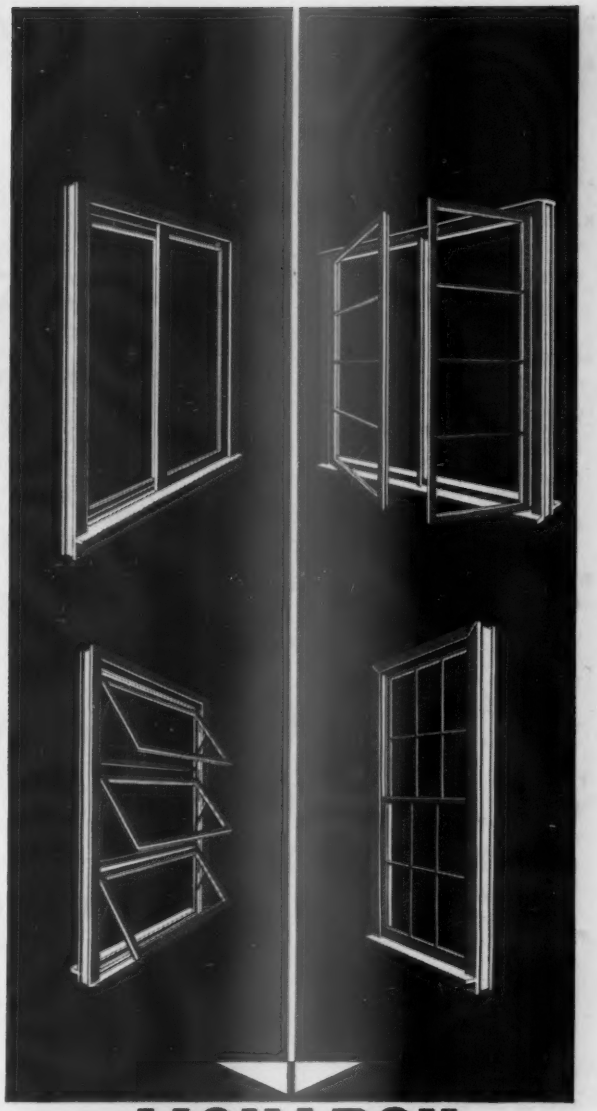
METALANE WEATHERSTRIP

The number of MetaLane equipped window and exterior door units installed in new construction tops all other brands of weatherstripped assemblies on the market.

The reason is simply that these precision-engineered units give builders a selling feature unequalled in quality and value attractive to home buyers.

MetaLane® weatherstrip improves the operation and durability of all windows. Its permanent weathertight protection against drafts, dirt and moisture keeps the cost of heating, cooling and redecoration at a minimum. It never corrodes, never stains masonry or millwork, never needs maintenance or replacement.

MetaLane weatherstripped window and exterior door units represent the highest quality that builders seek for selling advantages. They also give you a prestige line that sells in greater volume with far less effort and more profit. *Order from your sash and door jobber.*



MONARCH METALANE WEATHERSTRIP

Made from ANODIZED ALUMINUM

MONARCH METAL WEATHERSTRIP CORP.

6333 ETZEL AVENUE • ST. LOUIS 33, MISSOURI

For more details on above items, use Coupon on Page 97

Dierks Representatives

ARKANSAS

EL DORADO
Gordon Couch, 2207 Helena

FT. SMITH
Bill Chisholm, Box 744

LITTLE ROCK
Ray Glover, Box 2098
Guy Landes, Box 2098

KANSAS

KANSAS CITY
Dean Elliott, 1006 Grand Ave.

WICHITA
Charles J. Jackson (Doneghy & Spink Co.)
317 Beacon Bldg.

MISSOURI

KANSAS CITY
Luck L. Cox, 1006 Grand Ave.

LIBERTY
W. M. Hall, 481 E. Kansas St.

JOPLIN
Joe Christy, P. O. Box 545

SPRINGFIELD
Jack C. Carter, National Station, P. O. Box 2047

ST. LOUIS
Lyle Heap, 1355 Samoa Drive

OKLAHOMA

ADA
F. W. Nims, P. O. Box 823

LAWTON
John G. Burnett, 1622 No. 24th St.

OKLAHOMA CITY
F. K. Duncan, P. O. Box 3672
2201 Classen Blvd.

TULSA
W. B. Campbell, P. O. Box 253

TENNESSEE

KNOXVILLE
E. E. Lambert*, Box 366

MEMPHIS
Duke Forest Products, Inc.
P. O. Box 6251

NASHVILLE
Charles T. Allen*, Box 92

TEXAS

ABILENE
J. Hunter Lamb, Wooten Hotel

AMARILLO
R. H. Kelly, P. O. Box 214

AUSTIN
Koelzer Lumber Company
P. O. Box 715

BRYAN
Henry Conaway, P. O. Box 541

CORPUS CHRISTI
Tom Matthews—Lumberman
P. O. Box 167

DALLAS
Clay Burnett (Burnett Forest Products Sales Co.)
Meadows Bldg.

DEL RIO
Tommy Seale, 309 Borroum

DENISON
Leo. Spillman, P. O. Box 315

FT. WORTH
Mrs. J. L. Henderson, P. O. Box 122, 3636 Bellaire Dr., N.

HARLINGEN
Jack I. McGee, P. O. Box 1128

HOUSTON
D. J. Saunders, P. O. Box 1654

ODESSA
Saylor Lumber Sales Co.
P. O. Box 2165

SAN ANTONIO
J. P. Hart, P. O. Box 2165, Gibbs Bldg.

TYLER
Morris C. Wells, P. O. Box 461, 105 E. Hillsboro

WACO
Charles Brazelton
P. O. Box 1416

WICHITA FALLS
Clarence L. Moore
P. O. Box 982

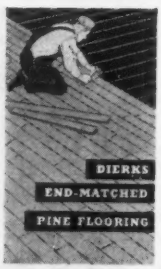
*Local representatives of Steel City Lumber Co., Birmingham, Alabama

END-MATCHED DIERKS PINE FLOORING

STRONG

ATTRACTIVE

ECONOMICAL



To help you sell, this folder is available for mailing with statements or over-counter distribution.

Dierks End-Matched Pine Flooring is scientifically kiln-dried in the rough and run to pattern to insure uniformity in width and thickness. The bright amber-tone color of this flooring adds to its eye appeal, making it easy to sell.

There is real economy when using Dierks End-Matched Pine Flooring. The shorter lengths cost less than standard lengths, yet they make just as good a job. Because the ends as well as the sides are matched, practically no sawing is required. Each piece fits snugly against the adjoining pieces, giving a smooth, virtually "one-piece" floor. And waste is eliminated—even the small piece cut off at the end of a string may be used to start the next string.

Available in 4 ft. bundles, 18 inch average; 6 ft. bundles, length 20 inches to 6 ft.; or in 8 ft. bundles, lengths 20 inches to 8 ft.—all in 3 or 4 inch width and standard thickness. Also offered as "Coverall" flooring in 9/16 inch thickness. There is a wide range of grades, from B&Btr. Edge Grain or Flat, to No. 3 Flat for use in attics or out-of-the-way places.

Your stock is not complete unless it includes Dierks End-Matched Flooring for jobs which require initially low-cost flooring which can be laid with a minimum of labor and no waste.

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1960 PRODUCT PARADE ISSUE

SOUTHERN BUILDING SUPPLIES

February, 1960

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WINDOW COVERING

Window covering to combine functions of blinds, draperies, and curtains is available from Jaylis Sales Corp., Dept. SBS, Los Angeles, Calif.

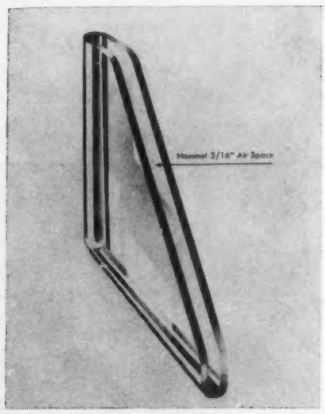
Basic component of blind is three-inch square of Styron 672 Verelite molded in three-dimensional pattern. When assembled, individual squares vertically interlock with spring steel rods. Blind suspended on nylon rollers from heavy duty drapery track.

Available in variety of colors, blind is said semi-translucent. Custom made to fit any size requirements. Can be 16′ high and 32′ wide.

Write B1 on reply card, page 97.

INSULATING WINDOW

Lightweight all-glass double insulating window unit — for glazing properly balanced double - hung awning, casement and other types of multi-paned opening sash — has been developed by Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Ave., Toledo 3, Ohio.



Said easily installed in wood sash of standard 1⅜″ thickness, unit facilitates and simplifies glazing entire homes for more efficient heating and air conditioning.

Fabricated with two lights of LOF single strength sheet glass window unit, known as GlasSeal Theropane, it is 25 per cent lighter than previous double strength type — yet has same insulating efficiency.

Overall thickness slightly exceeds ¼″ with nominal air space between sheets of 3/16″. Twenty- eight standard sizes range from 20″ to 40″ wide, and from 16″ to 28″ high. Limited to altitudes not over 3,000 feet.

Write B2 on reply card, page 97.

ALUMINUM WINDOW

All-aluminum awning-type window with continuous integral fin trim surrounding it on all four sides has been developed by Yale Mfg. Co., Dept. SBS, 1075 E. 16th St., Hialeah, Fla.

Window comes in all standard and

modular sizes, reportedly suited to wood and brick construction. Fin can be broken off when not desired. Comes in any number of vents. Low-cost advantages purportedly are: can be nail-fastened directly through fin; requires no special fitting, notching, or caulking; and eliminates shortages.

Integral flashing said to form leak-proof, seal-proof, weather-tight bond around entire perimeter of window.

Write B3 on reply card, page 97.

BASEMENT JALOUSIE

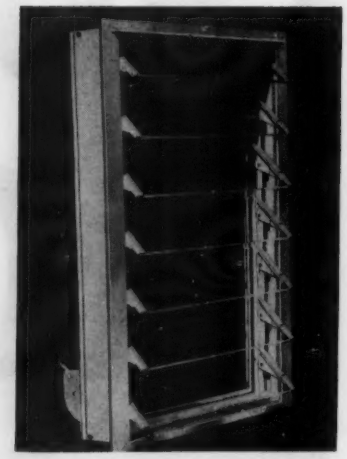
Aluminum jalousie basement window units are available from Southern Sash Sales & Supply Co., Inc., Dept. SBS, 818 20th St., Sheffield, Ala.

Jalousie basement windows purportedly are constructed of non-corroding aluminum with attractive finish. Has all features of regular jalousie window. Basement jalousies offered in clear, obscure, or colored glass, and aluminum louvers. Heavy-duty roto-gear operator said to turn effortlessly, securing louvers in any position.

Write B4 on reply card, page 97.

JALOUSIE WINDOW

Aluminum KD jalousie window is marketed by Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.



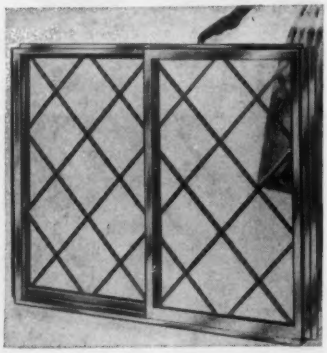
Jalousie shipped with jambs precut in pairs (right and left) and head and sills in random lengths. Straight cut said to provide any width desired. Glass is 7/32″ crystal sheet in multiple lengths, clear or obscure. Glazing bead included either for glazing with ¼″ plate, ½″ or 1″ Thermopane.

Picture window sections furnished in 12′ lengths.

Write B5 on reply card, page 97.

GLIDING ALUMINUM UNIT

Prime horizontal gliding aluminum window, featuring muntin bars sealed between panes of glass, has been announced by the Glidorama Div., Whizzer Industries, Dept. SBS, 350 S. Sanford St., Pontiac, Mich.



Windows allow architects, builders, and home-owners to achieve colonial and other traditional muntin bar styling, as well as smooth surfaces and clean trim lines. Unique process permits decorative bars to be sandwich-sealed between panes.

Write B6 on reply card, page 97.

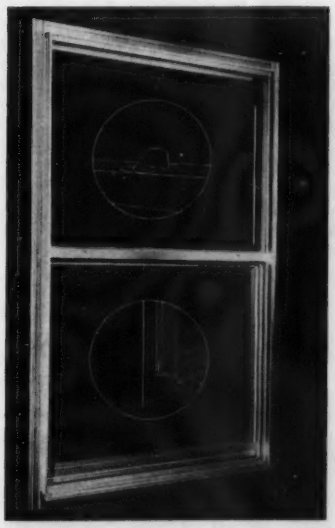
SINGLE HUNG WINDOW

Economy-priced aluminum single-hung window is announced by Stanley Building Specialties, Stanley Works, Dept. SBS, P. O. Box 1684, North Miami, Fla.

Model 57 features removable lower sash for cleaning. Continuous integral nailing fin said to enable builder to make quick installation without use of anchors. Purportedly weatherstripped with metal-backed wood pile and virgin vinyl — plus interlocking meeting rail — Model 57 is weather-tight vertical sliding window. Outside glazing achieved with aluminum snap-in glazing bead. Offered assembled and glazed in 25 standard sizes.

Write B7 on reply card, page 97.

SINGLE HUNG WINDOW



Ualco aluminum single hung window — with polyethylene guide shoes to stabilize up-and-down motion of sash and to eliminate side play — is available from Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Alabama.

Latest addition said to open and close noiselessly. Spiral-type sash balances reportedly work silently; are adjustable in tension variations.

Completely weatherstripped by bulb-type vinyl weatherstripping at ventilator sill and meeting rails and silicon-treated pile fabric at ventilator jambs.

Choice of fin widths. Put up and taken down from inside. Picture windows available.

Write B8 on reply card, page 97.

ALL-WEATHER WINDOW

Ideal All-Wethr window units — introduced by Ideal Co., Dept. SBS, Box 889, Waco, Texas — include frame, sash, weatherstrip, sash balances, and screen. Delivered completely assembled and ready to install, they carry the quality-approved seal of the American Wood Window Institute, and meet U. S. Commercial Standard 190-59.

Of clear Western ponderosa pine in variety of sizes, windows are thoroughly weatherstripped to keep out dust, wind, and drafts. Aluminum alloy weatherstripping is placed around sash, across meeting rails, and purportedly covers sash runs of side jambs. Windows are preservative-treated to protect against moisture and deterioration.

Sash balances are claimed to be true mechanical counter-balances having only one moving part. Glass is bedded in special compound to seal out wind and rain.

Write B9 on reply card, page 97.

STACK WINDOW UNITS

Stack windows — units for grouping and arranging to provide proper light, ventilation, and outdoor view — are produced by the Ideal Co., Dept. SBS, Box 889, Waco, Texas.

Units, available in many sizes and fully assembled, come with four types of sash: awning with gear operator, awning with push bar, hopper, or fixed. Windows, of clear ponderosa Western pine, preservative-treated so as to last a "house-time," have operating sash fully weatherstripped with anodized aluminum. Fixed sash is sealed with wood stops, while glass is bedded on both sides in waterproof compound to seal out rain, drafts, and dust.

Write B10 on reply card, page 97.

PATIO WALL UNIT

Andersen patio wall unit, composed of two large gliding windows and matching door, is marketed by Andersen Corp., Dept. SBS, Bayport, Minn.

Features reportedly include: weathertight gliding windows to seal out damp and cold; baseboard to take care of heat and electrical outlets; window height of 6′ 2¼″. Door dimensions are 3′ x 6′ 8″.

Write B11 on reply card, page 97.

PROJECTED WINDOWS

Intermediate projected window — said to bear "quality approved" seal of Aluminum Window Manufacturers' Assn. and to meet association's P-42 specification — is now available from F. C. Russell Co., Dept. SBS, P. O. Box 26, Columbiana, Ohio.

Designed for either inside or outside bead, or conventional glazing, windows accept glass up to ¾″ thick. Project-in or project-out vents designed to have equal glass openings for vents of same heights. All operating vents double - weatherstripped around interior perimeter with wood pile. Vinyl weatherstripping offered as optional feature. Outswinging vents open to 55° and inswinging vents open to 80°. Constructed in standard sizes with special sizes available.

Write B12 on reply card, page 97.

ALUMINUM WINDOW

An aluminum sliding window, including a novel nylon slide which operates on a rail, has been announced by Gardner Asphalt Products Co., Dept. SBS, 912 Ruby St., Tampa, Fla.

Porta aluminum slide window was granted U. S. Patent No. 2,917,792 on December 22, 1959. Information regarding licensing arrangement is available from Robert M. Franzblau, Dept. SBS, 495 Suwanee Circle, Tampa 6, Fla.

Write B13 on reply card, page 97.

TEMPERED GLASS

Tempar - Glas, heat - strengthened, precision-tempered glass reportedly five to eight times stronger than untempered glass of equal thickness, is offered by Virginia Glass Products Corp., Dept. SBS, Martinsville, Va.

Outstanding properties claimed include: exceptional strength, safety, wind resistant, thermal shock resistant, elastic, and notchable. Tempar-Glas only ¼" thick, 30" wide and 40" long will purportedly deflect 2¾" under 380 lb. load without harm. Can support twist to 40 degree angle.

Said to meet ASA specification.

Write B14 on reply card, page 97.

TRACKLESS BI-FOLD DOOR

Trackless bi-fold door units which reportedly leave entire opening 100% clear is introduced by Ready Hung Door Corp., Dept. SBS, Neil P. Anderson Bldg., Fort Worth 2, Tex.

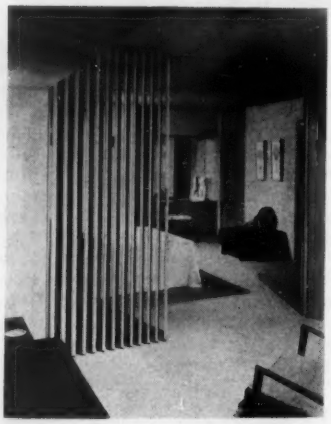
Hinge mounted doors fold entirely clear of opening. Patented spring-controlled, automatic folding action holds doors folded. Purportedly eliminates unsightly tracks, guides and pivots, reducing hardware cost.

Claimed ideal for closets. Gives full access to heater and laundry appliance closets. Hardware and door clearances match regular hinged units, maintaining uniformity throughout house. Fully factory assembled — just drive nails to install.

Write B15 on reply card, page 97.

PANELED FOLDING DOOR

A Formica-paneled folding door — edged-bonded into panels said to incorporate superior strength and warp-resistance, as well as wearing and cleaning properties — has been



added to its line of Louver-Fold doors by Consolidated General Products, Inc., Dept. SBS, 2401 Nicholson, Houston 8, Texas.

Formica panels, formed to Louver-Fold's patented "Air Foil" louver design under heat and pressure, reportedly offer smooth, durable, heat-resistant surface which will add to current maintenance-free qualities of Louver-Fold door.

Write B16 on reply card, page 97.

PINE LOUVER DOORS

Slim-Line louver doors made of selected Western ponderosa pine in widths of 8", 12", 15", 16", 18" are introduced by Ideal Co., Dept. SBS, Box 889, Waco, Texas. Two widths: 1⅛" and 1⅜". One height: 6'8".

They can be combined to fit almost any door opening. Doors available with two louver panels or with louvered top panel and solid raised bottom panel.

Write B17 on reply card, page 97.

METAL BI-FOLD DOORS

Line of all-metal bi-fold doors known as Glide-Wide is available from Construction Products Div.,

Addison Products Co., Dept. SBS, Addison, Mich.

Said to provide storage convenience, ease of operation, and decorative possibilities for modern closets and storage walls. Doors glide on nylon bearings and dust-proof guide. Reportedly operate with finger-touch ease, giving full access to closet with minimum projection.

Offered in flush and louvered models. Two heights marketed: 6'8" and 8' floor-to-ceiling model. Have five-coat bonderized finish. Purportedly easily installed with screwdriver.

Write B18 on reply card, page 97.

LOUVERED BI-FOLD DOOR

Louvered bi-fold door to correct frames out of plumb is offered by Crestline Co., Dept. SBS, Wausau, Wis.

Bi-folds, coming in two- and four-door units, adjust to width and height any time after installation. Features include: removable doors, expandable jambs, and factory-applied hardware.

Expandable jambs said to fit walls from 4¼" through 5⅜". Doors are 6'8" high and 1⅛" thick, fitting nominal width openings.

Write B19 on reply card, page 97.

CEILING-HIGH DOORS

Ceiling-high hollow core flush doors are announced by Simpson Logging Co., Dept. SBS, 1039 White Building, Seattle, Wash.

Higher doors are said to eliminate overhead framing, with no space above door to crack and mar interiors. Ceiling height doors tend to make rooms seem larger and do away with "air trap." Doors made 7'11" and end-trimmed as much as 3" from top for adaptable fitting. A 5½" lock rail, full width of door, gives room to position lockset where desired.

Write B20 on reply card, page 97.

GLIDE AND FOLD DOORS

Glide and fold doors — announced by Ideal Co., Dept. SBS, Box 889, Waco, Texas — fold back for easy access into closets and pantries. Their full mortise hinges make units suitable for use between rooms.

Unit includes four doors, hinged in pairs; an aluminum track; and hanger hardware. Made in four sizes to fit regular flat jamb inside door frames in these standard sizes: 3'0" x 6'8"; 4'0" x 6'8"; 5'0" x 6'8"; 6'0" x 6'8". Unit does not include jambs or trim. Choice of four door designs: two-panel louver; three-raised panel; door with louvered top panel and solid raised bottom panel; hollow-core flush doors in gum, birch, ash, Lauan mahogany.

Write B21 on reply card, page 97.

GARAGE DOOR OVERLAY

Five low cost design overlays for customizing garage doors are available from Crawford Door, Dept. SBS, 20263 Hoover Rd., Detroit 5, Mich.

Accessories, manufactured from Marvel-Life hardboard, come in two designs and five sizes. Three diamond overlays available — 7⅞", 14" and 21" wide; and two square overlays — 2½" and 5" wide.

Write B22 on reply card, page 97.

ACOUSTICAL DOOR

Acoustical door is introduced by U. S. Plywood Corp., Dept. SBS, 55 W. 44th St., New York 36, New York.

Manufactured of company's own materials, primarily Novoply, patented three-ply board is said resin-impregnated, with laminated wood flakes and chips. May be faced in variety of domestic or imported veneers, suitable for any type architecture.

Available only upon order at present.

Write B23 on reply card, page 97.

DECORATIVE SCREEN DOOR

Decorative screen door, available in 13 eye-catching designs of selected Western ponderosa pine (preservative-treated for long life and water-repellency) is introduced by Ideal Co., Dept. SBS, Box 889, Waco, Texas.

Claimed extra strong and sturdy because of dowel-joint construction, screen is available with galvanized, aluminum, or bronze screen wire in these sizes: 2-8 x 6-8 x 1⅛" or 3-0 x 6-8 x 1⅛".

Write B24 on reply card, page 97.

FIBERGLASS GARAGE DOOR

Translucent "Filuma" garage doors are introduced by Frantz Mfg. Co., Dept. SBS, Sterling, Ill.

Overhead, lightweight, sectional doors — reportedly one-third as light as comparable wooden doors — feature full-width panels of translucent fiberglass reinforced plastic mounted in tempered, extruded aluminum frame.

Fiberglass panels permit illumination of garage interior while door is closed.

Write B25 on reply card, page 97.

FOLDING CLOSET DOORS

Float-Away closet doors which eliminate need for wall returns, jambs, or extra hardware are offered by Float-Away Door Co., Dept. SBS, 1173 Zonolite Road, N.E., Atlanta 6, Ga.

Easy adjustment and installation is claimed for the doors, which reach from ceiling to floor and cover full closet width. Float-Away doors come four panels to package with necessary installation hardware. Builders are said to report savings of from $50.00 to $150.00 per house by using this package.

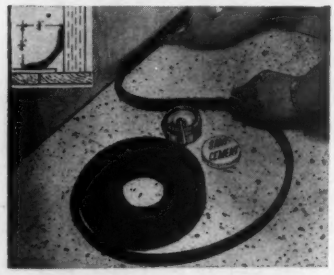
Float-Away doors are of durable metal with flush or louvered panels. Prime coat is factory-applied. They also are available in birch-grain finish. Doors come in 3', 4', 5', and 6' widths; and heights of 6'-8" and 8'. These standard sizes can be combined to fill almost any size opening.

Write B26 on reply card, page 97.

RUBBER COVE MOLDING

All-purpose ¾" cove molding, designed to enable householder to replace old molding or install new, is marketed by Cass Products Co., Dept. SBS, 6127 Cicero Ave., Chicago 46, Ill.

Called Sani-Cove-Base, molding is reportedly high quality live rubber, shaped to conform with wall and floor. Comes in complete kit containing 20' of Sani-Cove-Base, waterproof Sani cement, application brush, and instruction sheet.



No special tools purportedly needed. Available in black, brown, grey, and green. Said sanitary, easy to clean, flexible, durable, needing no painting.

Write B27 on reply card, page 97.

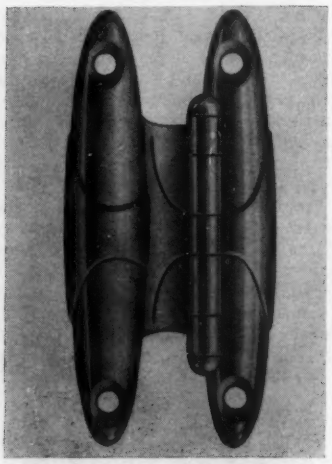
KEYLESS DOOR LOCK

No. 83 combination door lock for residential entrances — requiring no key and claimed operable with one hand, even in dark, simply by counting knob-turn clicks — is supplied by Gougler Keyless Lock Co., Dept. SBS, Kent, Ohio.

Display mount serves to introduce modern trim hardware, available with No. 83 lock, which is said to make a striking contrast against black lacquer finish of mount.

Write B28 on reply card, page 97.

SURFACE CABINET HINGE



Cabinet surface hinge combining functional ease with styling has been developed by Ajax Hardware Corp., Dept. SBS, 825 S. Ajax Ave., City of Industry, Calif.

No. 560 surface hinge for flush doors and No. 561 surface hinge for ⅜" offset doors are hardware trims said to enhance wood cabinet appearance. Reportedly simple and economical to install with surface mounting of all screws. Extra sweep in door leaf of offset hinge reportedly enables screws to go into thickest part of door away from inset. Oval jamb leaf design is patented, complimenting door leaf.

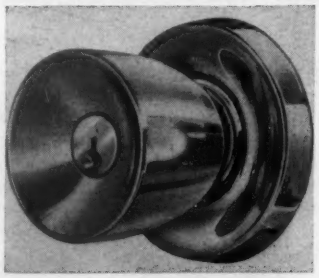
Available in wide variety of finishes — brass, copper, bronze, and chrome variations.

Write B29 on reply card, page 97.

STAINLESS STEEL LOCKS

Tulip design lock trim and standard residential escutcheons in stainless steel have been announced by Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

A standard duty lockset for light



commercial buildings and moderate-priced homes, item in stainless steel formerly was available only in heavy-duty locks. It offers beauty, durability, corrosion-resistance qualities, with no maintenance and no lacquer to wear.

Write B30 on reply card, page 97.

JALOUSIE HARDWARE SET

Jalousie set — Win-Dor 500 Series — is offered by Casement Hardware Co., Dept. SBS, 612 North Michigan Ave., Chicago, Ill.

Series 500 jalousie designed for attachment to wood framing. Features worm-and-gear type operation with removable handle. Set said easily installed either with inside or outside screens.

Handle deeply seated in machine-cut worm more than ¾" in diameter; machine-teethed gear segment controls tilt bar which opens and closes glass louvers. Slats — 4½" wide, and 3/16" or 7/32" thick — in clear or obscure glass, automatically locked in position by locking ear on each bracket. Vinyl weatherstripping slotted in jamb members purportedly makes jalousie weatherproof. Sets pre-cut and factory assembled to specified dimensions.

Write B31 on reply card, page 97.

SINGLE EXPANSION BOLT

One-piece, single integral expansion bolt, designed to simplify fastening or anchoring of electrical equipment, structural members, and machinery in concrete, masonry,

plastic, stone, steel and other non-frangible materials is available from Kirel, Inc., Dept. SBS, Kingston, N. Y.

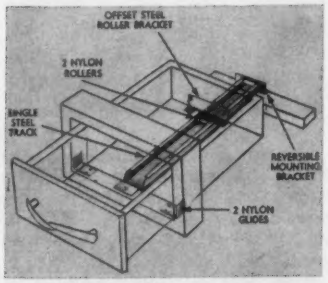
Called Wej-It, bolt purportedly eliminates need for marking operations, requires only one-size hole, and expands as it is wrench-tightened to provide anchor. Tests reportedly indicate 90 per cent savings in labor time. Available in sizes ranging from ¼" O.D. x 1⅜" long to ¾" O. D. x 12" long.

Write B32 on reply card, page 97.

SINGLE-TRACK SLIDE

Low initial cost and speedier installation reportedly are features of single-track nylon roller drawer slide available from Amerock Corp., Dept. SBS, Rockford, Ill.

Using just one track mounted under drawer in cabinet center, it purportedly offers space-saving fea-



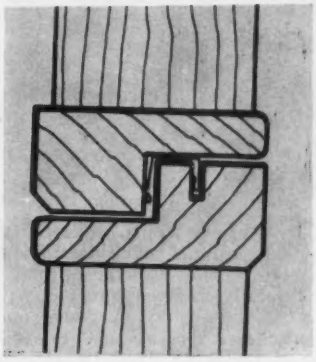
tures. Track fits into unused space beneath drawer with only ⅛" clearance required. Two graphite-impregnated nylon rollers on bracket attach to rear of drawer; two nylon glides provide smooth, easy rolling action. Said to work best with loads up to 30 pounds but can be used to support up to 50 lbs.

Other features claimed include heavy gauge steel construction and zinc finish for greater rust resistance. Furnished in four standard lengths.

Write B33 on reply card, page 97.

DUTCH DOOR ADAPTER

A Dutch door adapter, said to enable dealers practically to eliminate their Dutch door inventory, has been developed by the Crestline Co., Dept. SBS, Wausau, Wis.



Although designed primarily for Crestline 1¾" glazed sash doors, adapter purportedly is usable on all solid core doors. Item is 36" long, comes with weatherstripping applied, and has been thoroughly weather-tested, as well as chemically treated with water-repellent wood preservative.

For conversion, doors are simply cut at specified dimensions, and Dutch door adapter installed according to instructions.

Write B34 on reply card, page 97.

POLYETHYLENE HINGES

In a shift from brass bar hinges, C. F. Church Division of American Standard Corp., Dept. SBS, Holyoke, Mass., has equipped its line of toilet seats with hinges of rigid polyethylene. This type material is reported to retain luster and color in face of repeated cleanings.

Hinge is produced in colors that match wide range of colors of standard bathroom fixtures. Marlex hinge is said to be rust-free, chip- and crack-resistant, and to resist chemicals and corrosion.

Write B35 on reply card, page 97.

RUSTPROOF PADLOCK

Miniature padlock, only ¾" across case, is newest innovation of Slaymaker Lock Co., Dept. SBS, Lancaster, Pa.

Padlock said to have rustless alloy case, steel shackle, warded mechanism, coming complete with two keys. Individually carded on blue and yellow card. Available one dozen in box or mounted on easeled pull-off card.

Reportedly ideal for tool boxes.

Write B36 on reply card, page 97.

LIPPED DOOR HINGE

Three-eighth-inch inset hinge for lipped doors is introduced by Washington Steel Products, Inc., Dept. SBS, 1940 E. 11th St., Tacoma, Wash.

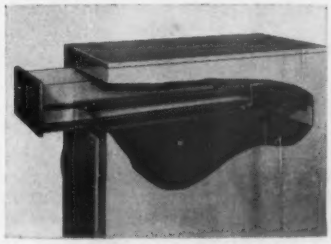
Hinge semi-concealed with only barrel and cabinet leaf visible upon installation. Simplicity of design said to compliment appearance of either contemporary or period motif.

No. 1015 hinge has rounded corners, reportedly eliminating alignment problems when mounted adjacent on common stile. Hinge also incorporates heavy, uniform, five-knuckle barrel with cabinet leaf. Constructed of steel, hinge finished in polished chromium, brass, and copper, plus satin bronze and prime coat.

Write B37 on reply card, page 97.

DRAWER SLIDE

Concealed bottom mounting drawer slide, said to require only ⅛" clearance between side of drawer and frame and to allow full-drawer capacity while providing free-rolling convenience, has been announced by Amerock Corp., Dept. SBS, Rockford, Ill.



Drawer requires only 5/16" vertical clearance because rollers on cabinet tracks and drawer tracks bypass for easy drawer insertion. Cabinet track is claimed to be heavy-gauge steel, ribbed for greater strength. With no projections on back of drawer after drawer tracks are applied, cabinet-makers may stand drawer on end for finishing operation. Standard sizes for 17", 20", 22", and 24" drawers. Tracks can be cut to fit other sizes.

Write B38 on reply card, page 97.

DOOR ROLLER CATCH

Roller catch No. 24 for full-size doors to ⅞" thick, with quiet long-life nylon roller and fingertip adjustment, is announced by Stanley Hardware Div., Stanley Works, Dept. PD-SBS, 195 Lake St., New Britain, Conn.

Roller catch designed for fast, easy installation with common ¾" bit for catch and strike. Catch reported quickly attached by secure anchor. Strike fastened by single screw. Interlock for aligning roller to strike and compression spring give positive action to roller catch. Adjustment of spring tension made with quick twist of nylon roller.

Comes in bright brass, satin bronze and bright zinc.

Write B39 on reply card, page 97.

PEGBOARD ADAPTER

Fixtures usable with Masonite ¼" Pegboard are increased through addition of adapter, accommodating 11 Adjust-a-Bilt accessories, by Masonite Corp., Dept. SBS, Chicago 90, Ill.

Adapter fits into any two horizontal perforations. Loop supports accessories — seven types of wire shelves, two and three drawer plastic storage unit, hat holder, and hang-rail extension. Flexible walls with ample space for accessories can be built by attaching ¼" Pegboard panels to studs or furring strips.

According to manufacturer, use of Adjust-a-Bilt accessories with heavy duty Pegboard can increase closet storage capacity 50 per cent.

Write B40 on reply card, page 97.

SCREEN DOOR CLOSER

Model 502 Weathercheck storm and screen door closer is offered by Yale & Towne Mfg. Co., Dept. SBS, Chrysler Bldg., New York 17, New York.

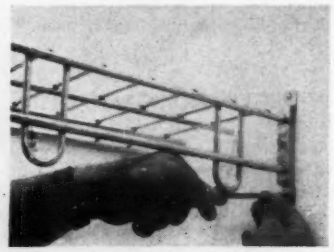
Special "by-pass valve" said to assure positive closing action with no more than gentle click. Reportedly simple to install, it has oil impregnated internal washer and neoprene ring which provides lifetime lubrication and minimal maintenance. Constructed of heavy gauge

steel, Weathercheck storm and screen door closer also purportedly has rust-proofed parts to assure durability.

Write B41 on reply card, page 97.

STEEL WIRE SHELVING

Steel shelving for use in both residential and commercial structures has been developed by Pemco Wheel Co., Dept. SBS, 1872 Ravine Rd., Kalamazoo, Mich.



Constructed of steel wire, shelving reportedly has proved economical to install. Open wire construction allows instant identification. Rounded wire surface said to offer snag-free, dust-free service. U-shaped braces serve as separators for hangers to eliminate jamming.

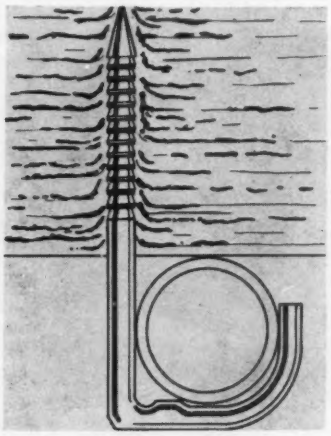
Available in rust-proof silverbrite finish. Solid steel rods purportedly will not sag; easily attached with wood screws, toggle bolts or aluminum die cast frames. Comes in 10" and 11¾" widths adaptable to length desired.

Write B42 on reply card, page 97.

TUBE SUPPORTING STAPLE

Nickel silicon alloy — for strength and resistance to driving damage on supporting water tube and piping, electric cable, and conduit — has been developed by Chase Brass & Copper Co., Dept. SBS, Waterbury, Conn.

Silnic bronze tube staples said to drive easily, never loosen or break,



and can be used for hanging in any position. Staples designed with annular threads to grip wood fibres, giving high resistance to pulling out. Incorporate minimum "hammer surface," facilitating use in radiant heating systems where plaster or other finishing coats must be applied.

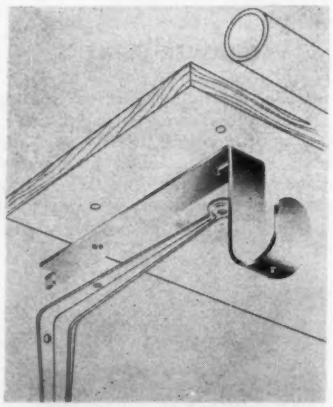
Available to accommodate four tube sizes, including ¼" nominal (⅜" OD), ⅜" nominal (½" OD), ½" nominal (⅝" OD), and ¾" nominal (⅞" OD).

Write B43 on reply card, page 97.

CLOSET ROD SUPPORT

Universal closet rod support, usable with any existing shelf bracket, is introduced by Griffin Mfg. Co., Dept. SBS, 1515 Cherry St., Erie 6, Pa.

Made of ⅛" heavy wrought steel, zinc plated, pair of these supports



will hold closet rods with normal clothing weights. Can also be used without shelf brackets by affixing to existing shelves with two screws.

Write B44 on reply card, page 97.

SCREWLESS LOCKSET

Strike for its "400" line of locksets, said to permit installation without mortising, chiseling or screws, is announced by Kwikset Division, American Hardware Corp., Dept. SBS, 516 E. Santa Ana St., Anaheim, Calif.

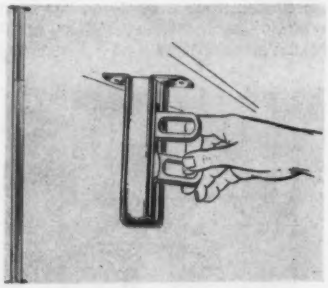
Applying strike, producer claims, simply requires drilling hole, positioning strike, and hitting, staking tool with hammer. In metal jambs, Sok-It reportedly eliminates welding, drilling, and tapping strike tabs and box to jamb frame.

Sok-It strike available free with all "400" line locksets.

Write B45 on reply card, page 97.

ADJUSTABLE CLOSET BAR

Adjustable nickel-plated steel closet bar — usable with regular clothes hangers or easy-sliding snap-in nylon glides — has been added by Stanley Hardware Div., Stanley Works, Dept. PD-SBS, 195 Lake St., New Britain, Conn.



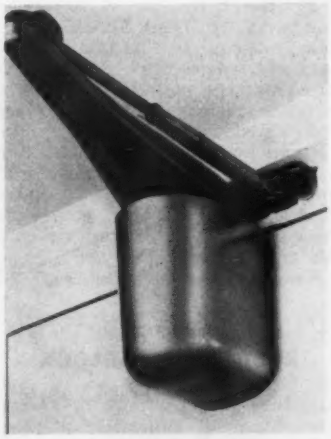
Bar said to be 25 per cent stronger than conventional round bars. Nylon glides to prevent crossing of hanger hooks easily inserted into bar with snap of thumb. Nylon glides may be purchased separately. Bars available in following sizes: 18" extendable to 30"; 30", to 48"; 48", to 72"; and 72", to 120". Last size packaged with center support.

Write B46 on reply card, page 97.

OVERHEAD DOOR CLOSER

Overhead, surface-applied hydraulic door closer is introduced by Yale & Towne Mfg. Co., Dept. SBS, Chrysler Bldg., New York 17, N. Y.

Designated "33," closer adaptable to three closing requirements by simple tension adjustment of spring. Closer is reportedly universal, usable on doors of either hand without mechanical change and with standard, top jamb, corner bracket, or



parallel arm application. Concealed hold-open device available to order.

Write B47 on reply card, page 97.

CLOSET HARDWARE

Adjustable Kloset King Hardware shelf and pole bracket which elimi-

nates time-consuming notching and fitting is available from Raymond Products Co., Dept. SBS, 1536 W. County Road B, St. Paul 13, Minn.

Bracket, made of heavy-gauge steel and ribbed for added strength, reportedly supports with security shelves up to 12" wide. Pole support fits up to 1⅜" diameter wood pole or standard 1" pipe. Mounting screws are attached to bracket. Item is low-cost, cuts installation time, and is designed for both new construction and remodeling job.

Write B48 on reply card, page 97.

MAGNETIC CATCHES

Two magnetic catches, featuring spring behind pole plates to absorb shock and eliminate rattles, are available from Amerock Corp., Dept. SBS, Rockford, Ill.

"Floating" pole plates under spring tension said to assure perfect contact with strike. No. 9793-PT catch usable on cabinets, built-ins, radios, phonographs, and hi-fi's. No. 9794-PT double magnetic catch purportedly does work of two catches on double door applications. Catches styled for clean, uncluttered cabinets. Have tan plastic cases with brass-plated strikes.

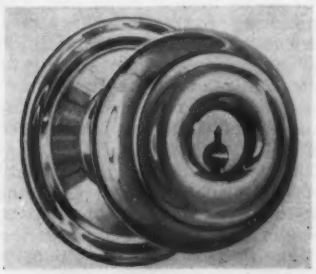
Counter display available with generous supply of extra hardware for resale.

Write B49 on reply card, page 97.

GEORGIAN LOCK DESIGN

For door and room situations requiring ultimate in simplicity without austerity, Georgian lock design is offered by Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

It is made of wrought metal of

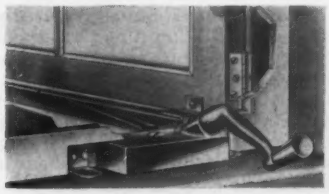


all standard finishes for residential and light commercial uses. Rose is 2-9/16" and projection is 2½". Knob measures 2½" in diameter.

Write B50 on reply card, page 97.

CASEMENT WINDOW TURN

All-purpose casement window operator, installed in wood or metal casements in screened or unscreened applications, has been developed by Yale & Towne, Dept. SBS, Chrysler Bldg., New York 17, N. Y.



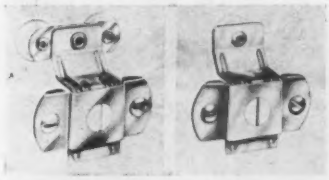
Can be installed on butt-hinged and extension-hinged windows. Said packed with all parts necessary for any type installation.

Casement window operator designed to secure casement rigidly to prevent forced opening from outside. Has special rust-resistant construction, available in baked aluminum enamel and baked bronze enamel finishes.

Write B51 on reply card, page 97.

SLIDING DOOR HANGER

Two new sliding door hangers are announced by John Sterling Corp., Dept. SBS, Richmond, Ill.



Thriftee Micro-Cam hangers are single and double nylon wheel hangers for by-passing doors. Low-cost hangers incorporate nylon Micro-Cam to permit easy and simple adjustment when raising or lowering doors. To plumb doors, it is necessary to turn nylon cam with screw driver, purportedly making precise adjustment.

Available in packaged sets of Thriftee sliding door hardware.

Write B52 on reply card, page 97.

FIREPROOF SHINGLE

Fireproof asphalt shingle, designed of four layers of weatherproof materials and carrying Underwriters' Laboratories Class A label, has been introduced by Barrett Div., Allied Chemical Corp., Dept. SBS, 40 Rector St., New York 6, N. Y.

Bar-Fire shingle — with two 18" tabs that create long, low effect of firm's Ranchline styling — claimed 40 per cent heavier than standard shingle.

Heavyweight 300-lb. item is said to be constructed of asphalt-saturated felt, covered first with layer of asphalt coating and asbestos fiber, then a layer of granules and vermiculite, another layer of asbestos fiber, and finally a wearing surface of giant granules. Available in snow white, pastel green, pastel gray, and slate tone. Fireproof granules reportedly are triple size of those on standards, and give shingle unusual sparkle.

Write B53 on reply card, page 97.

METAL ROOFING SHINGLE

Exceptionally fast installation is prime feature of an aluminum roofing shingle—fabricated in 4' widths,

with face exposure of 7" — introduced by Hurricane Roofing Co., Dept. SBS, 2015 Wayside, Houston, Texas.

Patent application has been filed on new-type shingle, key to which is its use in conjunction with roofing felt. A specially-prepared asphalt-saturated heavy felt is first laid on roof, giving complete watertight protection.

Shingles, although carrying off most of water flow, have primary function of serving as protective jacket over asphaltic felt. This purportedly allows use of economical light-gauge metal, heavy felt, in turn, preventing mechanical damage to aluminum shingle from hail or other physical objects.

Shingle is fashioned from Reynolds clad building sheet, cross-crimped for additional strength.

Write B54 on reply card, page 97.

PLASTIC ROOF COATING

Glacier-Cote, plastic roof coating, is offered by Mathews Paint Co., Dept. SBS, 598 W. Avenue 26, Los Angeles 65, Calif.

Said to reduce heat absorption, due to high 90% reflective value. Another important feature reportedly is fire reduction qualities. Claimed ideal protective and reflective coating for asphalt roofs, wood, asbestos-cement, clay and cement tile, and galvanized or aluminum sheet.

Roofs to be coated need only be washed or swept. Product may be rolled, sprayed or brushed on, offering 60 — 100 square feet coverage per gallon.

Write B55 on reply card, page 97.

ALUMINUM ROOF COATING

Aluminum roof coating that is said to improve with age — to brighten, in fact, with passing of time — has been developed by Barrett Div., Allied Chemical Corp., Dept. SBS, 40 Rector St., New York 6, N. Y.

Fundamentally a coating for renovating old composition roofs, it covers cracks and small holes, revitalizes and protects dried-out felt base, and insulates by reflecting sun's rays — under ideal conditions, reflecting back more than 70 per cent of sun's rays, thereby cutting down on sun heat absorbed by roof and transmitted to space underneath.

Asphalt-based aluminum coating is available either fibrated or unfibrated in five-gallon cans.

Write B56 on reply card, page 97.

ALUMINUM SIDING

Lower fuel and maintenance costs reportedly are benefits which home-owners may expect from an 8" horizontal aluminum siding announced by Aluminum Co. of America, Dept. SBS, 1501 Alcoa Bldg., Pittsburgh 19, Pa.

Item is claimed to employ "layer principle" to achieve greater strength, higher resistance to corrosion, insulating and weathering qualities previously unavailable in such product, and ease of installation. Components are alclad aluminum sheet, backed by factory-applied foamed plastic (which serves as stiffener and insulator), and by aluminum foil, acting both as reflective insulation and as additional strengthening agent. Siding comes in white, green, gray, yellow, and beige.

Write B57 on reply card, page 97.

NATURAL STONE FINISH

Genuine stone veneer said applicable over any interior or exterior sidewall is available from Shakertown Corp., Dept. SBS, 20310 Kinsman Rd., Cleveland 22, Ohio.

Silvara Natural Stone reportedly reduces application time by about 60 per cent. Company officials emphasize that Silvara is natural quarried material, not imitation or synthetic stone veneer. Quarried in one-inch sheets cut to desired heights and lengths. Furnished in modular heights of four and eight inches and random lengths ranging from 8" to 24". Each stone grooved at top and bottom.

Write B58 on reply card, page 97.

PATTERNED SIDING

A distinctive vertical-grooved exterior siding — 3-D Par-Tex — claimed to take paint without checking is announced by Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore.

Free of knot-holes and other blemishes, Par-Tex particleboard reportedly is made of 100 per cent waterproof phenolic glue, and, thus, will not break down under extreme heat and humidity conditions. Panel interlocking produces a continuous pattern effect.

Write B59 on reply card, page 97.

REDWOOD SIDING

Complete line of factory-primed redwood sidings — in five colors and water repellent treatment—is available from Simpson Redwood Co., Dept. SBS, Arcata, California.

Factory-primed redwood sidings are marketed under tradename Lifecoat. Available in all standard redwood patterns are: white or neutral prime, Sequoia red, autumn brown, driftwood gray, and clear water repellent.

Paintable water repellent treatment contains mildewcide, used as final finish or protection and base for further finishing.

Write B60 on reply card, page 97.

FIBERGLASS SIDING

Fiberglass siding — said never to need painting, repairing, or replacing — is produced by Lifetime Fibreglass Siding Corp., Dept. SBS, 1424 W. Irving Park Rd., Chicago 13, Ill.

Lifetime Fibr'Side composed of 100 per cent genuine fiberglass in attractive textured pattern, with special extruded aluminum or stainless steel edge mounting strips. It reportedly has amazing tensile strength to withstand hammer-blow; will not shatter, crack, dent, scratch, warp, sag, or buckle.

Insulated, it purportedly deflects summer heat. Said fire-retardant, termite-proof, salt-, and acid-resistant. Standard panels are 8' x 12", with or without backer board.

Write B61 on reply card, page 97.

REDWOOD SIDING

A siding said to offer considerable savings in maintenance costs to home-owners, since it can be left to weather naturally without any treatment whatsoever, is saw-textured redwood, introduced by California Redwood Assn., Dept. SBS, 576 Sacramento St., San Francisco 11, Calif.

Product is said to have numerous useful characteristics, among which is an ability to hold stains and other penetrating natural finishes up to twice as long as surfaced wood sidings. It is claimed not readily to show scuffs and scars from use, a characteristic which makes it practical for both indoor and outdoor use.

Redwood bevel siding is available with one side surfaced, the other saw-textured. Additional patterns are available with freshly-sawn face.

Write B62 on reply card, page 97.

ASBESTOS-CEMENT SIDING

Classic Shake siding, with warm look of wood textures and accented shadow lines, is manufactured by National Gypsum Co., Dept. SBS, 325 Delaware Ave., Buffalo 2, N. Y.

Plasticrylic Finish process, finishing technique, reportedly adds luster and is said to insure batch-to-batch uniformity of color.

Write B63 on reply card, page 97.

WOOD SIDING ESTIMATOR

Pocket redwood siding estimator, offering handy means of computing amount of product required to cover sidewall area, plus cost per square, is offered by the California Redwood Assn., 576 Sacramento St., San Francisco 11, Calif.

Calculations are for plain bevel, rabbeted bevel, tongue-and-groove, and shiplap redwood patterns. Pocket-sized slide-rule estimator likewise computes quantity of nails per square for standard widths of each pattern, and includes a chart showing suggested nailing methods.

Write B64 on reply card, page 97.

NATURAL GRAIN SIDING

Tru-Grain — a natural grain texture said to impart new beauty to residential sidewalls — now has been applied to its Vitramic siding line by the Ruberoid Co., Dept. SBS, 500 Fifth Ave., New York 36, N. Y.

Grained appearance is achieved through random placement of vertical texture lines, tending to make each siding panel, when placed, appear like three individual panels. Texture lines also reportedly help conceal actual joints between panels.

Vitramic Tru-Grain siding comes in white and six high-fashion colors.

Write B65 on reply card, page 97.

ASBESTOS CEMENT SIDING

Said to make homes appear longer and lower, Glatex Contempora, new narrower asbestos cement siding shingle, has been added to line of exterior products by United States Gypsum Co., Dept. SBS, 300 W. Adams St., Chicago 6, Ill.

Shingle, purportedly featuring shadow-accent design, is proportioned to fit latest building trends. Manufactured to last life of home, Glatex Contempora is die-cut to precision dimensions of 9⅜" x 27-5/16". It has 1" headlap with 8⅜" exposure.

Described as fireproof and weatherproof, item's china-like finish is said to allow mere wipe-off of soot, smudge, dust, and dirt.

Write B66 on reply card, page 97.

INSULATING SHEATHING

Reflective insulating sheathing board is manufactured by Denny Paper & Board Co., Dept. SBS, Philadelphia, Pa.

Aluma-Sheeth printed with nailing location dots, 3" apart in rows on 16" centers. Bright aluminum face reportedly reflects heat inside

in winter and keeps heat out in summer. Thickness of sheets permits overlapping at every third stud, eliminating one additional nailing operation per panel.

In addition to usual 48" wide panel, full 49" x 8'-0" (also 9'-0") size also offered.

Write B67 on reply card, page 97.

NAILABLE SHEATHING

Graylite XXX-N sheathing — a structural insulation board with exceptional nail-holding power — has been announced by Insulite Div., Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Bldg., Minneapolis 2, Minn.

Due to nail - holding feature, sheathing reportedly is excellent for direct application of wood shingles and asbestos cement shingles. Product is said to have greater bracing strength, to meet FHA requirements for use without corner bracing, to maintain high moisture resistance, and to give extra structural strength.

Product is square-edged, applicable with nails or staples, and comes in size ½" x 4' x 8'.

Write B68 on reply card, page 97.

INSULATING FORMBOARD

An acoustical and insulating formboard — designed for perlite, vermiculite, or gypsum poured roof decks, but which also provides low-cost noise control, high thermal insulation value, and economical finished interior — has been added to products of Simpson Logging Co., Dept. SBS, 1033 White Bldg., Seattle 1, Wash.

Either painted or unpainted, perforated or unperforated, standard formboard comes 32" wide, in any length between 72" and 120" (in length increases of ½"). Standard perforated painted also comes 24" x 48" with tongue-and-groove on the 24" end, and bevel edges. Fissured painted is available in a 24" x 96" size. Product — integrally treated with exclusive Biotox process to protect against rot, mildew, and fungi — has soft-white finish.

Write B69 on reply card, page 97.

INSULATION SHEATHING

High strength ½" insulating sheathing board — said to require no corner bracing — is announced by Certain-teed Products Corp., Dept. SBS, 120 E. Lancaster Ave., Ardmore, Pa.

Designed for superior racking strength, addition reportedly eliminates need for corner bracing. Asbestos and wood siding shingles may be applied directly to sheathing when Stronghold H.D.F. nails are used.

Purportedly provides high resistance against moisture and precipitation. Integrally asphalt - treated and coated. Available in 4' x 8' and 4' x 9' sizes with square edges.

Write B70 on reply card, page 97.

FLANGE INSULATION

Reverse flange insulation has been developed by National Gypsum Co., Dept. SBS, 325 Delaware Ave., Buffalo 2, N. Y.

Purportedly permits simultaneous work by insulating crew, plumbers,

and electricians. Since flanges on face opposite vapor barrier are reversed, blankets may be applied from outside stud wall while piping or wiring are installed inside. Said to permit insulation of crawl spaces without awkward bending of flanges required by conventional flange location.

Available in three thicknesses and in widths for both 16" and 24" standard stud or joist spacing.

Write B71 on reply card, page 97.

INSULATING ROOF SLAB

Multi-purpose insulating roof slab — with sound-quieting fissured surface, as well as linen white finish, is available from Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

Fissured roof slab purportedly features textured surface with true-white finish absorbing up to 75 per cent of sound striking ceiling. Reportedly, it combines structural roof deck, thermal insulation, sound-quieting, and finished ceiling in one

product.

Vapor-seal type has continuous vapor barrier with built-in rubber gasket on one long and one short edge to seal all joints.

Write B72 on reply card, page 97.

INSULATION BOARDS

In additional thicknesses ranging from 1" to 2", Scorboard, pre-scored expanded polystyrene insulation board, is manufactured by Dow Chemical Co., Dept. SBS, Midland, Mich.

Item reportedly provides adequate insulation for any combination of requirements outlined in Minimum Property Standards.

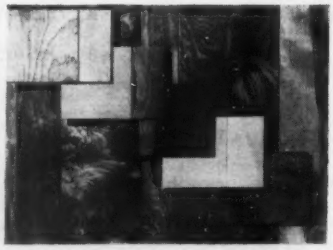
Requirements for perimeter insulation taken into account include winter design conditions, ratio of exposed perimeter to floor slab area, and relative K-values of available perimeter insulations.

Write B73 on reply card, page 97.

WOOD-BLEMISH PANELING

Burls, wild graining, and tight knots are individual characteristics immediately visible in "Cottage" prefinished paneling introduced by Georgia-Pacific Corp., Dept. A-SBS, Equitable Bldg., Portland 4, Ore.

Featuring natural wood-growth characteristics, "Cottage" series comes in walnut, oak, and six tones of



birch — natural, antique, blondtone, cherrytone, greytone, and mapletone.

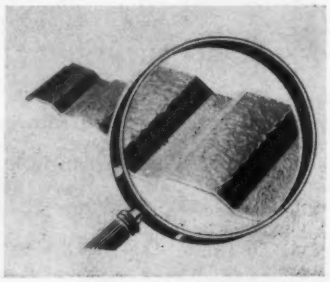
Line manufactured in standard 4' x 8' panel in ¼" thickness (with 9' and 10' lengths available on special order). Random-plank effect obtainable through use of vertical vee-grooving.

Write B74 on reply card, page 97.

FIBERGLASS PATIO PANEL

Patio-Ridge — squared-corrugation fiberglass panels designed for patios, fences, carports, awnings, windbreaks, and skylights—is announced by Ornyte Fiberglass Panels, Dept. SBS, Earhart Blvd. at Lopez, New Orleans, La.

Featuring walnut-like finish to add touch of softness, it is said to deflect twice heat rays of other flat panels. Offered in wide color range. Manufacturer claims product requires less footage due to less overlap, greatly strengthened by new



type corrugation. Available in 25½" or 33½" widths, and lengths of 8', 10', 12'.

Write B75 on reply card, page 97.

FLAKE WALL PARTITION

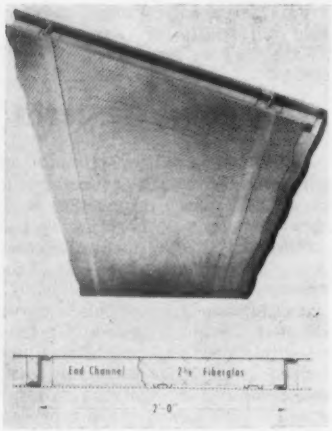
Gray Products Co., Inc., Dept. SBS, 4 E. Main St., Richmond, Va., has announced production of its Graco Flakecore in thicknesses up to 1-3/16". Firm said to be only producer of stock panels up to 5' x 10' size.

Flakecore said to be widely recommended for such use as plastic underlayment, wall partitions, and as a core for wood veneer. Manufactured in accordance with NAPF specifications, item's solid strength claimed assured by 100 per cent homogeneous flakes, having modulus of rupture of 3800 psi, and a density of 38 lbs. per cubic foot for less weight.

Write B76 on reply card, page 97.

METAL WALL PANEL

Acoustically-treated, prefabricated flush-type metal wall panel, particularly suitable for use as interior dividing wall or partition in areas



where noise reduction is required, is now offered by the Building Products Division, R. C. Mahon Co., Dept. SBS, East 8-Mile Road, Detroit, Mich.

Panel is perforated on one side, and has sound-absorbing element of fiberglass between two metal surfaces. Rugged construction makes it ideal for schools, industrial plants, commercial establishments, hangers, and research facilities. Installation reportedly is fast, since it is made in 2' wide sections. Panel also is made in 2" or 3" thicknesses with choice of galvanized or cold rolled steel, primed with oven-baked synthetic enamel.

Write B77 on reply card, page 97.

PREFINISHED PANEL

Par deLux', a pre-filled particle board core stock having a glass-smooth surface on both sides, is announced by Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore.

An exceptionally fine core stock, Par deLux' also is said to be an

excellent pre-finished panel for paneling cabinets, doors, partitions, etc. Telegraphing is absolutely eliminated, according to the manufacturer, even with thinnest of veneers, photographic or plastic overlays, using Par deLux' as core stock.

High-density product's vinyl-base filler reportedly resists moisture absorption, eliminating grain-raise as a problem. Par deLux', ideal for roller printing, with surface ready for finish, is said to take paint exceptionally well, with no need for application of filler.

Write B78 on reply card, page 97.

WALNUT FINISH PANELS

Three additional colors in decorator walnut finish hardboard panels for direct application to framing are available from Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

Blond walnut (above) provides light, bright panels, blending with contemporary furnishings. Russet walnut said effective in casual interiors such as family rooms. Natural walnut reported particularly suited to traditional furnishings.

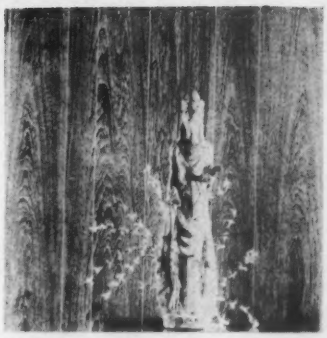
Write B79 on reply card, page 97.

TEAK-FINISH PANELING

Exotic teak and traditional oak wood grain finishes are available in finished Grain-Ply paneling by Georgia-Pacific Corp., Dept. SBS, Equitable Bldg., Portland 4, Ore.

Manufacturer claims grain patterns with depth and realism of luxury woods have been applied to hardwood paneling. Result is a low-cost panel, with a high-cost appearance.

As on premium hardwood paneling, "family-proof" finish is said to protect item from hair tonic, ink, alcohol, grease, and household chemical mars. New Grain-Ply comes in standard size 4′ x 8′ and 10′ panels in ¼″ thickness. Random vee-grooving and beveled edges are said to give a continuous plank effect.



Grooves arranged to fall 16″ on center. On special order, 7′ and 9′ lengths are available.

Write B80 on reply card, page 97.

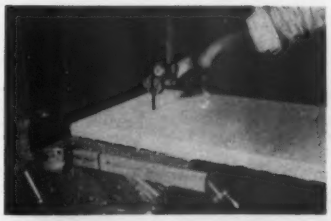
DECORATIVE PANELS

Designer Group panels, made of translucent reinforced fiberglass, are offered by Barclite Corp. of America, Dept. SBS, 385 Gerard Ave., New York 51, N. Y.

They are said to be easily installed as doors in cabinets and closets. Panels are available in variety of patterns, each featuring imbedded leaves, ferns, butterflies, or woven cane and gold thread. Panels kept sparkling with damp cloth or sponge. Item reportedly will not warp due to moisture and mildew-proof properties.

Write B81 on reply card, page 97.

INORGANIC WALLBOARD



Unarcoboard — described as a 100 per cent incombustible board for use as walls, ceilings, partitions, back-up-board for pre-laid tile or brick facing, duct work, firewalls, heat screens, housings, breechings, etc. — has been announced by Union Asbestos & Rubber Co., Fibrous Products Div., Dept. SBS, 1111 W. Perry St., Bloomington, Ill.

Unarcoboard comes in sheets up to 4′ x 8′ and reportedly may be worked like wood, sawed, planed, sanded, or drilled without damage to woodworking tools, and takes and holds nails and screws. Board — said not to swell, crack, or warp — comes in thicknesses of 1″, 1½″, 2″, 2½″, 3″.

Write B82 on reply card, page 97.

INTERIOR FIBERBOARD

Interior finish fiberboard for walls and specialized ceiling applications — said to combine acoustical efficiency, structural strength, decoration, and insulation — is offered by Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Fiberboard product, called Classic Cushiontone Plank, comes in 12″ wide sections, 8′ or 10′ in length, and features sound-absorbent perforations on material surface. Special tongue-and-groove joint on long edges of each section reportedly facilitates installation, conceals nails and staples, and helps insure level finished wall.

Can be nailed or stapled to wood furring strips, or cemented directly to existing wall. Factory-finished with two coats of washable white paint to provide even light reflectance.

Write B83 on reply card, page 97.

WOOD-GRAIN PANELING

Barcwood wood-grain panelling — designed as wall covering — is available from Barclay Mfg. Co., Inc., Dept. SBS, 385 Gerard Ave., New York 51, N. Y.

Melamine-silicone-finished Barcwood has varied applications. Above photograph shows three uses — wall panelling, table, and wall clock. Book shelves are also Barcwood. Barcwood reportedly won't chip, and is resistant to heat, moisture, and stains. Cleans with damp cloth or sponge.

Available in seven wood grains.

Write B84 on reply card, page 97.

INTERIOR HARDBOARD

Decorative group of interior hardboards, 400 series, is introduced by Masonite Corp., Dept. SBS, Chicago 90, Ill.

Cherry-grained hardboard, grooved in random widths, is available in colonial, natura, and frosted shades. Quarter-inch panels produced in 16″ x 8′ sizes, tongue-and-grooved, and applicable over existing walls, studs or furring strips by metal clips. Feature of 400 series is simulation

of plank cherry wall with plank-by - plank variations existing in cherry woods.

Sales aids package available to dealers for introducing line.

Write B85 on reply card, page 97.

INSECT-REPELLING BOARD

IRB board, an insect-repelling particleboard, is announced by Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore. IRB treatment likewise is available for any Pacqua particle boards: Par-Tile, a natural wood block flooring; Par-Wood, a paneling and underlayment interior board; or Par-Tex, a weatherproof exterior board suitable for siding, sheathing, and other outdoor uses.

Tests are said to indicate that IRB board permanently repels insects of all kinds, including termites, and that it is impervious to fungi.

Insect-repelling chemical is applied to wood particles during glue-mixing stage, so that each particle, plus resin binder itself, is saturated therewith.

Write B86 on reply card, page 97.

WOOD FIBER BOARD

Trim-Bilt, combination of two ⅜" laminated wood fiber boards specifically engineered for use as fascia boards, trim and rakes, is offered by Upson Co., Dept. SBS, Lockport, N. Y.

Trim-Bilt is white-primed on front, back, and edges at factory to eliminate field priming. One or two finish coats of exterior house paint reportedly completes job. Trim-Bilt available in 12′ - 16′ lengths and in nominal 6", 8", 10" and 12" widths. Claimed to offer numerous advantages over other materials as Trim-Bilt has no raised grain and no knots.

Write B87 on reply card, page 97.

PREFABBED METAL HOUSE

Prefabbed metal house, Morrison Roly-House, is available from Morrison Steel Products, Inc., Dept. SBS, 601 Amherst St., Buffalo 7, N. Y.

Said to have 1000-and-1 applications, it can be used for many purposes such as garden tool storage, construction office, bus stop shelter, swimming pool cabana, or boat house.

Constructed of bonderized steel; painted in white and green baked-on enamel. Ventilation louvers provided for air circulation. Large 56" wide by 72" high sectional overhead Roly-Door furnished as standard equipment.

Tests by Pittsburgh Testing Laboratories for wind velocity of 15 to 100 mile winds and snow load stress from 10 to 30 lbs. per square inch indicate adequate construction for permanent use.

Write B88 on reply card, page 97.

ALL-METAL BUILDING

All-metal 14′ x 20′ garage or building — which reportedly can be erected in one day by three unskilled men with hammer and screwdriver — is offered by Allegheny Building Units, Inc., Dept. SBS, 400 Morris Ave., Long Branch, N. J.

Patented roofing-siding panel and stud interlock to create weatherproof structure. Units demountable or permanent installations. Available in three metals: galvanized steel, aluminized steel, and aluminum. Choice of baked-on enamel finishes and several size buildings offered.

Company offers lifetime guarantee against leakage and weather damage. Roofing and siding panels purportedly can be installed over existing buildings or purchased separately.

Write B89 on reply card, page 97.

PINE KITCHEN CABINETS

Kitchen cabinets of Western ponderosa pine, with either pine or birch fronts, are announced by Ideal

Co., Dept. SBS, Box 889, Waco, Texas. Cabinet front includes face frame, door and drawer fronts, and all exposed ends.

Cabinets reportedly are easily arranged to fit into any shape room, made in a wide range of sizes. Surfaces, sanded satin-smooth, are easy to paint, stain, or finish natural. Doors are solid ¾" birch or 1-1/32" ponderosa pine, reinforced with metal channels across top and bottom to prevent cupping. Units are carton-packed for protection, and cartons include complete instructions for easy and fast assembly and installation.

Write B90 on reply card, page 97.

OUTDOOR COOKING CENTER

Complete electric range, built-in charcoal cooker, and two drop-leaf counters (for tossing salads or serving buffet style on the terrace) comprise new rubber-tired roll-about Partio Cart announced by General Electric Co., Dept. SBS, Bridgeport, Conn.

Handsome redwood cabinet is topped by gay vinyl canopy which protects from sun and rain, and can be tilted or removed at will. Said to maneuver with facility on large wide-faced rubber tires, Partio Cart requires only a 220 volt outdoor plug-in outlet.

Write B91 on reply card, page 97.

INDOOR-OUTDOOR ROOM

Garage-Aire — prefabricated rolled aluminum frame panels covered with weatherproof fiberglass screen which, added onto a two-car garage, transform floor space into an indoor-outdoor fun living area — has been introduced by Raynor Manufacturing Co., Dept. SBS, East River Road, Dixon, Ill.

Item comes in convenient 4′ x 8′ panels, ready for installation. Complete package — including Raynor garage door for rear wall, screened panels, and by-passing screen door for front garage door opening — reportedly is ready for immediate "on-site" construction.

Garage-Aire is claimed to be simple to erect, installable by two men in a day or less.

Write B92 on reply card, page 97.

KITCHEN VENTILATOR

KV-300F-MC—versatile range hood ventilator containing motor, fan, and permanent aluminum washable filter inside hood, thus allowing full utilization of cabinet space above — has been added to Kich-n-vent line of Home Metal Products Co., Dept. SBS, 13006 North Central Expressway, Dallas, Texas.

KV-300F-MC has specially-designed swivel bracket, allowing

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THE COMMERCIAL STANDARD FOR
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Dallas, Oregon, Phone MAyfair 3-2351, TWX 80-U

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Olon Belcher Lumber Company	Brent
S. E. Belcher, Inc.	Green Pond
W. A. Belcher Lbr. Co.	Birmingham
W. E. Belcher Lbr. Co., Inc.	Centreville
Clancy Lumber Company, Inc.	Grayson
Graham Lumber Company	Maplesville
Albert Holman Lumber Co.	Northport
International Paper Co. (Southern Lumber Div.)	Mobile
Jackson Saw Mill Co., Inc.	Jackson
Ray E. Loper Lumber Company	Tuscaloosa
McMillan Mill Company	Brewton
McShan Lumber Company	McShan
T. R. Miller Mill Co., Inc.	Brewton
Reid Brothers Lumber Company	Evergreen
Scotch Lumber Company	Fulton
M. W. Smith Lumber Company	Jackson
M. W. Smith Sawmill Co.	Camden
W. T. Smith Lumber Co., Inc.	Chapman
Summerville Brothers Lbr. Co.	Aliceville
Thomas & Miller Lumber Company	Linden
Horace S. Turner, Jr., Inc.	Mobile
W. T. Vick Lumber Company	Hamilton
W. J. Word Lumber Company	Scottsboro

ARKANSAS

Graydon Anthony Lbr. Co.	Hope
Arkansas-Louisiana Lumber Co.	Emerson
P.E. Barnes Lbr. Co.	Hamburg
Bass-Clark Lumber Company	El Dorado
Bearden Lumber Company	Bearden
Bradley-Southern Division Potlatch Forests, Inc.	Warren
Crossett Lumber Company	Crossett
Dierks Forests, Inc.	Hot Springs
Fordyce Lumber Company	Fordyce
W. S. Fox & Sons	Pine Bluff
Fuller Lumber Company	Lewisville
Gurdon Lumber Co., Inc.	Gurdon
Hot Spring County Lumber Co.	Malvern
Ozan Lumber Company	Prescott
Partee Manufacturing Company	Magnolia
Reynolds & Draper Lumber Co.	El Dorado
Sturgis Brothers	Manning
H. G. Toler & Sons Lumber Co.	Leola
Urbana Lumber Company	Urbana
J. L. Williams & Sons	Sheridan
B. G. Wilson Lumber Co.	Hot Springs
Herman Wilson Lumber Co.	Leola

LOUISIANA—Continued

A. J. Hodges Industries, Inc.	Shreveport
Hunt Lumber Co., Inc.	Ruston
L. D. Kellogg Lumber Co.	Alexandria
Lock-Moore & Company	Lake Charles
Louisiana Long Leaf Lumber Co.	Fisher
Martin Timber Company	Castor
Roy O. Martin Lbr. Co., Inc.	Alexandria
Carroll W. Maxwell Lumber Co.	Pollock
Olin Mathieson Chemical Corp. (Forest Products Division)	Shreveport
Pace Brothers Lumber Co.	Minden
C. A. Reed Lumber Company	Bernice
N. D. Roberts Lumber Co.	Alexandria
Sabine Lumber Company	Zwolle
Springhill Lumber Company	Springhill
Sturgis-Nix Lumber Company	Ruston
Tremont Lumber Company	Joyce
The Urania Lumber Co., Ltd.	Urania
Woodard-Walker Lumber Company	Taylor
Woodard-Walker Sawmill Company	Heflin

MISSISSIPPI

Ackerman Planing Mill Co.	Ackerman
Bailey Lumber Co.	Laurel
Crosby Lumber & Mfg. Co.	Crosby
The L. N. Dantzler Lumber Co.	Perkinston
A. DeWeese Lumber Co., Inc.	Philadelphia
D. L. Fair Lumber Company	Louisville
Hood Lumber Company	Hermanville
Joe H. Miles & Sons	Lumberton

MISSOURI

Dierks Forests, Inc.	Kansas City
Fleishel Lumber Company	St. Louis

NORTH CAROLINA

Barrow Manufacturing Co.	Ahoskie
Corbett Lumber Corporation	Wilmington
L. R. Foreman & Sons Lumber Co.	Elizabeth City
Lumber River Manufacturing Co., Inc.	Lumberton
J. S. Turner & Son, Inc.	Weldon
H. M. Walker Lumber Company	Battleboro

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J. S. Dixon Lumber Co.	Lake City
Flack-Jones Lumber Co., Inc.	Monck's Corner
Holly Hill Lumber Company	Holly Hill

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Alger-Sullivan Sawmill Company	Century
Dantzler Lumber & Export Co.	Jacksonville
W. H. & J. O. Huxford, Inc.	Perry
Mutual Lumber Co.	Jacksonville
Neal Lumber & Mfg. Co.	Blounstown
Ocala Lumber Sales Co., Inc.	Ocala
Perry Lumber Co., Inc.	Perry

GEORGIA

Alexander Brothers Lumber Co.	Columbus
Augusta Hardwood Co.	Augusta
Balfour Lumber Co.	Thomasville
Del-Cook Lumber Co.	Adel
Ellijay Lumber Company	Ellijay
A. T. Fuller Lumber Company	Ocilla
Georgia-Pacific Corp.	Augusta
Holly Springs Lumber Co.	Atlanta
The Langdale Company (Lumber Div.)	Valdosta
McElrath-Stewart Lbr. Co.	Macon
Reynolds & Manley Lbr. Co.	Savannah
Rush Lumber Company	Hawkinsville
Shepherd Lumber Corporation	McRae
Southern Pine Products, Inc.	Augusta
L. B. Springle Lbr. Co.	Gainesville
Sullivan Lumber Company	Preston
Tolleson Lumber Company	Perry
Union Timber Corp.	Cogdell
Wade & Whittle Lumber Co.	Douglas
H. & J. Williams Lbr.Co., Inc.	Nashville
Willis Lumber Company	Bainbridge

LOUISIANA

J. A. Bentley Lumber Company	Zimmerman
L. L. Brewton Lumber Company	Winnfield
Ronald A. Coco, Inc.	Baton Rouge
Crowell Lumber Industries	Long Leaf
Hillyer-Deutsch-Edwards, Inc.	Oakdale

SOUTH CAROLINA—Continued

Lightsey Brothers	Miley
Carl W. Mullis Lbr. Co.	Lancaster
Russellville Lbr. Co.	Sumter
Tilghman Lumber Company	Sellers
C. M. Tucker Lumber Corp.	Pageland

TENNESSEE

E. L. Bruce Co., Inc.	Memphis
Vestal Lumber & Manufacturing Co., Inc.	Knoxville

TEXAS

Allen-Peavy Lumber Company	Kountze
Anderson Manufacturing Co.	Tenaha
Angelina County Lumber Company	Keltys
Atlanta Lumber Co.	Atlanta
Beech Creek Lumber Company	Warren
Boettcher Lumber Company	Huntsville
W. B. Cariker Lumber Company	Kountze
W. T. Carter & Brother	Houston
Ealand-Wood Lumber Company	Jasper
Edens-Birch Division Southwest Lumber Mills, Inc.	Corrigan
Grogan Brothers Lumber Company	Conroe
Grogan-Cochran Lumber Company	Magnolia
Lacy H. Hunt Lumber Co.	Nacogdoches
Kirby Lumber Corp.	Houston
L. & M. Lumber Company	Willis
Leggett Lumber Company	Livingston
Southern Pine Lumber Company	Diboll
Williams Lumber Company	Cleveland

VIRGINIA

Barnes Lumber Corp.	Charlottesville
Union Bag-Camp Paper Corporation	Franklin
The Williams & McKeithan Lumber Co.	Lynchburg

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Profitable promotional news from FILON! The biggest advertising campaign ever for fiberglass panels—developed exclusively for greater dealer sales, top dollar profits. It means "dollars-to-dealers" the year around from homeowners, builders and contractors. A dynamic demand-building promotion designed especially for *you*.

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FILON sales tools are designed to help you make faster and easier sales. Compact, space-saving displays to fit any store layout. Banners, identification signs, photos, descriptive, informative literature and installation plans to meet every customer requirement—all free to FILON "Class A" Dealers.

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"Class A" Dealers will feel the impact of FILON advertising in Saturday Evening Post, Better Homes and Gardens, American Home, House Beautiful, Good Housekeeping, Popular Mechanics, Popular Science, Family Handyman, leading Shelter annuals and semi-annuals, Farm publications—plus ads to the Home Improvement and Fence Contractors. All sales leads from ads are distributed to "Class A" Dealers.

LOCAL AND REGIONAL ADVERTISING

FILON and its distributors blanket the nation with local and regional advertising that features names of all "Class A" Dealers. These continuing local and regional campaigns mean added support—added dollars to FILON "Class A" Dealers.

JOIN FILON'S "CLASS A" DEALER PROGRAM TODAY

For complete details, contact your nearest Filon Distributor, Filon Sales Office, or write: FILON PLASTICS CORPORATION, "Class A" Dealer Program Headquarters, 333 North Van Ness Avenue, Hawthorne 97, California.

I am interested in receiving full particulars about FILON's "Class A" Dealer Program.

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PLASTICS CORPORATION

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builder's use of same unit for venting through roof or through outside wall. Item has 45° mitered corners with ⅜" radius, individual push-button switches for fan and lights on hood front, and two incandescent lights.

Stock colors are coppertone, white, silvertone, and matching tones of all major appliances. Sizes are 30", 32", 36", 39", and 42" lengths. Fractional sizes from 30" up also available.

Write B93 on reply card, page 97.

REFRIGERATOR-FREEZER

Super-size matching refrigerator-freezer, called Presidential Twins, are introduced by Chambers Built-Ins, Inc., Dept. SBS, 2012 N. Harlem Ave., Chicago 35, Ill.

Total over 31 cubic feet, yet fit into only 72" of wall space with a depth of 24 inches. Matching units may also be installed separately as well as together. Self-defrosting refrigerator features "Uni-Temp" system for constant moist cold refrigeration. Each unit has separate thermostat control and separate compressors. Available in variety of finishes.

Write B94 on reply card, page 97.

ELECTRIC GRIDDLE UNIT

Super Thin electric griddle top unit is announced by Tennessee Stove Works, Dept. SBS, E 14, Chattanooga, Tennessee.

Model ET-36G-TE is only 3" deep. Top is 36" wide, containing griddle of 143 square inches. Griddle has built-in thermometer. Conventional rings around burner have been discontinued. These now formed into top, said to eliminate dirt catching cracks.

Solid burner bowls used to keep spill-overs out of unit, to keep drawers underneath unit cooler, and to reflect more heat into cooking utensil. Available in either coppertone or brushed chrome, interchangeable with similar gas drop-in griddle unit.

Write B95 on reply card, page 97.

GAS-ELECTRIC BUILT-INS

Vesta line of gas and electric built-in ovens and cook-tops is introduced by Athens Stove Works, Inc., Dept. SBS, Athens, Tenn.

Gas oven and broiler available in 24" or 16" widths, with 22,500 BTU's and 18,000 BTU's respectively. Electric oven comes in 24" and 16" widths.

No shims or blocks said needed for oven installation. Cook-top units require only 2¾" depth. All units available in stainless steel or porcelain enamel colors.

Write B96 on reply card, page 97.

VENTILATING HOODS

Line of kitchen ventilating hoods, color-coordinated to match Caloric built-in gas ranges and sinks, is offered by Caloric Appliance Corp., Dept. SBS, Jenkintown, Pa.

Double-impeller hood — equipped with twin lights, and available in stainless steel, pink, yellow, turquoise, coppertone, white or black finish — is one of models featured by Caloric. Others include propeller-type fan equipped with light; unit with light designed to be wired to wall exhaust fan; and hood canopy unit.

Ventilating hoods are cold-rolled steel, phosphate - coated. Finishes formulated to resist heat to 350°, as well as fat, greases, and fruit acids.

Write B97 on reply card, page 97.

BUILT-IN BROILER

Char-Glo — gas-fired broiler designed for installation in family room or kitchen — is available through Christiansen Co., Dept. SBS, 1014 E. Olympic Blvd., Los Angeles 21, Calif.

Item may be installed in any type cabinet, in existing kitchen counters, or chimney-type unit as a companion piece to built-in gas range. Char-Glo's heating process consists of blue flame of natural gas over

ceramic "coals," said to provide all "charcoal flavor" commonly associated with barbecued foods.

Special tilting grill, for carrying fat drippings to an easily- removed pan, is claimed to control "flare-ups" and prevent fat-spattering.

Write B98 on reply card, page 97.

VENTILATING HOOD

Line of ventilating range hood has been expanded by Lau Blower Co., Dept. SBS, 2027 Home Avenue, Dayton, Ohio.

Called DeLuxe Champion and Challenger styles, both pre-wired for installation ease with mitered corners to permit free opening of adjoining cabinet doors.

DeLuxe reportedly removes stale air, smoke, and odors with high pressure centrifugal blower unit pulling through washable, lifetime filter. Filter removable for cleaning. Blower powered by two - speed motor.

Available in standard 30", 36", 42", and 48" width sizes. Produced in coppertone and silvertone finishes, and rated at 300 C.F.M. free air delivery.

Write B99 on reply card, page 97.

KITCHEN HOOD-FAN

Stewart Industries, Inc., Dept. SBS, 320 E. St. Joseph St., Indianapolis 2, Ind., has added Kitchen-aire Challenger "700" hood-fan to its line of ventilators and range hoods.

Item features push-button control panel for high-low fan speeds and on-off light operation; mitered corners, aluminum mesh filter; double light sockets; and twin 3¼" x 10" knockouts for either horizontal, through-the-wall, or inside the wall between studs venting, or vertical exhaust through cabinet.

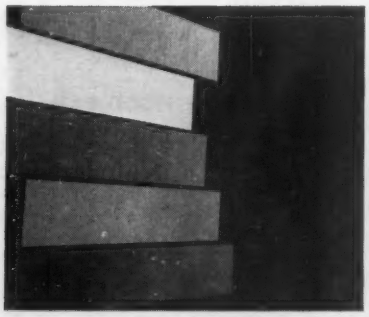
Six-bladed 8" fan comes in coppertone enamel, solid stainless steel, and electroplated brushed antique copper and hammered antique copper. Standard sizes are 24", 30", 36", 42", and 48" lengths.

Write B100 on reply card, page 97.

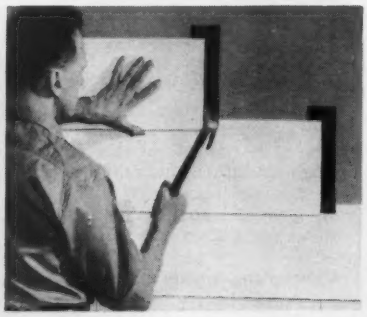
DELUXE RANGE HOOD

Deluxe model Nautilus no-duct range hood is introduced by Major

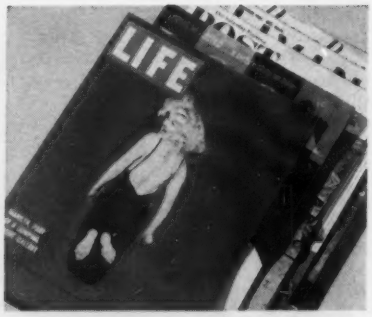
MAKE MORE MONEY ON THE SIDE WITH RUBEROID DURA-COLOR SIDING



RUBEROID'S NEW DURA-COLOR Clapboard siding is revolutionary. It builds permanent beauty into a house without building up costs. No painting is needed. Color is now sealed in—*preserved in lasting plastic.* Can't fade or peel.



DURA-COLOR SAVES TIME AND MONEY. Goes up in a hurry—48-inch lengths cut application time and costs. Autoclave process prevents shrinking and warping. Completely washable, rot-proof, termite-proof and fire-resistant.



RUBEROID PRE-SELLS your customers with full-color ads in *Life, Saturday Evening Post, Look* and *Better Homes & Gardens.* For full information, see your RUBEROID representative or write: The RUBEROID Co., 500 Fifth Avenue, N.Y.

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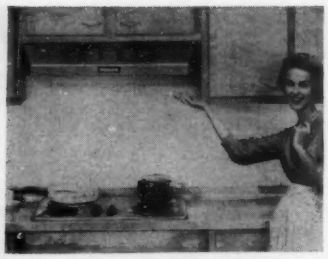
REDWOOD

TREE FARMERS & MANUFACTURERS

Fort Bragg, California • San Francisco • New York • Los Angeles • Park Ridge, Ill.

 For more details on above items, use Coupon on Page 97



Industries, Inc., Dept. SBS, 505 N. LaSalle St., Chicago 10, Ill.

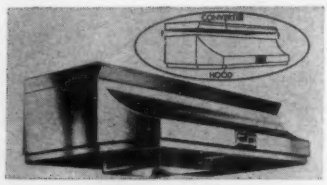
Heart of deluxe model is lifetime aluminum mesh and heavy duty activated charcoal filters. Known as P-1, model is self-contained unit reportedly installed easily over any kind of range, on any kind of wall, in new or old homes and apartments. No ducts, vents, or holes in walls said required.

Built-in light and push-button control for light and fan. Available in 30", 36", 42" lengths in coppertone and silvertone finishes.

Write B101 on reply card, page 97.

CHARCOAL CONVERTER

"Add-On" charcoal converter — automatically changing any Broan Dual Blower range hood to ductless type hood with lifetime aluminum and charcoal filters — is announced by Broan Mfg. Co., Dept. SBS, Hartford, Wis.



Slim 1½" high, it mounts directly on top of ventilating unit. Converter reportedly easily removed when duct exhaust should be desired. With concealed exhaust louvers, ductless hood said to conform fully in appearance to conventional hood.

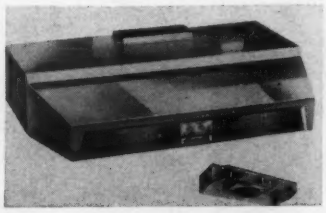
Operating with converter, ductless unit purportedly has advantage of two blower powered wheels to draw cooking vapors into double intake aluminum filters removing grease and dirt.

Write B102 on reply card, page 97.

RANGE HOOD LINE

Single speed models have been added to selection of cabinet-saving Hide-A-Fan hood by Berns Air King Corp., Dept. SBS, 3050 North Rockwell St., Chicago 18, Ill.

Series CM available in single and three speed models, featuring built-in, pre-wired fan totally concealed under hood. Said to require no cabinet space with horizontal or vertical installation behind cabinets. Vertical installation through cabinets requires 3¼" x 10" for standard duct. Three speed models come with 10" fan; single speed models feature 8" fan.



Available in three lengths, five finishes.

Write B103 on reply card, page 97.

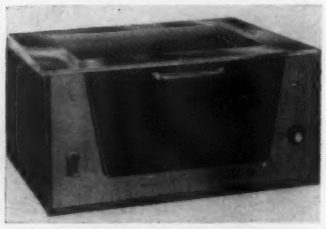
BUILT-IN CHAR-GRILLES

Char-Grill built-in barbecue grilles are available from Majestic Co., Dept. SBS, Huntington, Ind.

Three models have redesigned exterior with Deeptone grey wrinkle enamel finish, and tilt-top cooking grille to reduce flame-ups from dripping grease. Twin-element electric unit, Model 44E, is independently controlled by dual "infinite control" knobs, located on front panel. Aid in preparing foods to varying degrees of doneness at same time. Each element has 3,000-watt input.

Framework is heavy gauge formed steel. Overall dimensions are: 31" wide, 14½" high, and 22½" deep.

Write B104 on reply card, page 97.



SIX-FOOT-WIDE FLOORING

All-vinyl compounded line of six-foot-wide roll goods, said virtually to eliminate installation seams, is announced by Goodyear Tire & Rubber Co., Dept. SBS, Akron 16, Ohio.

Called Superba, metallic and terrazzo line is leader in series of 72" wide roll goods for residential applications. Six-foot-wide roll goods also are being added to styles in NoScrub and Supreme lines. Line consists initially of eight light decorator colors, featuring metallic overtones. Colors include beige, grey, green, and blue.

Write B105 on reply card, page 97.

VINYL-ASBESTOS TILE

Confetti vinyl-asbestos tile, introduced into Matico's four colors identical with Aristoflex marbleized Lode-O'-Gold, is offered by Mastic Tile Div., Ruberoid Co., P. O. Box 128, Vails Gate, N. Y.

Four Confetti gold tones are golden cedar with white, brown, and gold; golden ash with black and gold; golden birch with silver grey; and golden ebony with white and gold.

Confetti Lode-O'-Gold Aristoflex available in 9" x 9" size; ⅛" and standard gauge.

Write B106 on reply card, page 97.

SOLID-COLOR LAMINATION

Addition of seven solid decorator colors brings to 21 the number of solids available in Formica laminated plastic, product of Formica Corp., American Cyanamid Co., Dept. SBS, 4600 Spring Grove Ave., Cincinnati, Ohio.

Additional colors are said to "fill in" areas in solid color Formica line, so that broad range of muted hues predominate. New tones include cocoa, umber, antique white, champagne, celadon, azure, and signal red.

Write B107 on reply card, page 97.

WOOD BLOCK FLOORING

Maple, oak, and alder — woods noted for exceptional beauty — are materials now used in manufac-

turing Par-Tile natural wood block flooring by Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore. Par-Tile

MOST PROFITABLE 10 SQUARE FEET IN YOUR STORE!

Merchandise rack available for 4' x 4' or 4' x 8' sheets. Rack is Free with initial order.

PANELBOARD's

Traffic Stopping Merchandise Rack Gives you BIG Volume - at 60% Mark-up

This profit-packed rack helps you exploit America's most versatile wallboard for all its worth. And it's worth plenty!

Each turnover of 4' x 4' PANELBOARD sells for $950. A turnover of 4' x 8' sheets (in the 20 sq. ft. rack) gives you $1900. PANELBOARD's price, superlative quality and unique features keep your stocks turning merrily many times a year.

FINGER-TIP MERCHANDISING AT ITS EASIEST

The PANELBOARD rack lets customers examine all the modern patterns in a magnificent array of colors — exclusives like Copper, Marbletone, Pearltone, Colored Panel-Peg, as well as Tile, Streamline and others. It's yours with your first order.

We back every Panelboard sale you make with a five year written guarantee. Write today for full details.

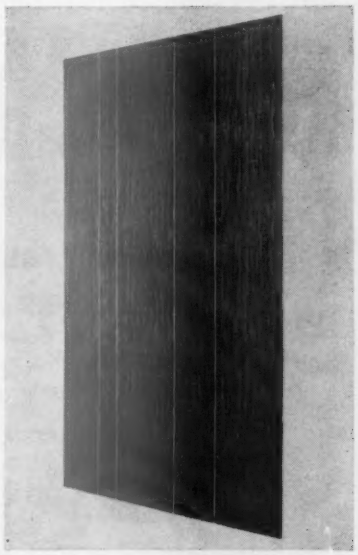
Wholesalers:
Our jobbers count their sales in carloads. Let us show you how. Write or wire.

PANELBOARD
Manufacturing Co., Inc.
222 Pacific St., Newark 5, N. J.
Branch: 687 Antonia Ave., Los Angeles 31, Calif.
Southern Sales Office: 5176 Powers Ferry Rd. N.W., Atlanta 5, Ga.

BEST BUY *Anywhere* IN WALLBOARD

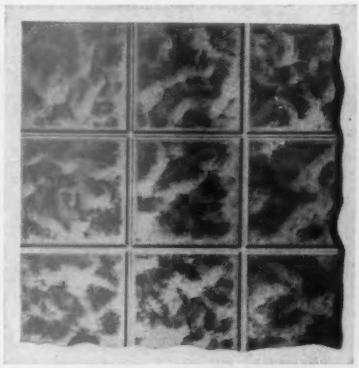
WOOD-GRAIN WALLBOARD

A new Random V-grooved Wood Panel has been added to Panelboard's line of pre-finished wallboard. Faithfully reproduced from



the finest grades of wood, each sheet matches perfectly. Baked-on Super-Melamine finish gives lasting protection. For sample and full information, write Dept. SBS, Panelboard Mfg. Co., Inc., 222 Pacific St., Newark 5, N. J.

Write 194-A on reply card.



PEARLTONE PATTERN HARDBOARD

A glamorous 3-dimensional effect is incorporated in Pearltone, latest addition to the Panelboard line of finished wallboard. Available in a wide selection of lovely pastel shades, each sheet of Pearltone is coated with a genuine Pearlescent Melamine finish. Included in the line is Coppertone, a Panelboard exclusive. Sheets come in 4' x 4' or 4' x 8'. Sheets are scored at 4¼" x 4¼" intervals, duplicating actual tile block size. Samples and full information may be obtained by writing Dept. SBS, Panelboard Mfg. Co., Inc., 222 Pacific St., Newark 5, N. J.

Write 194-B on reply card.

 For more details on above items, use Coupon on Page 97

DFPA is first
new markets for

Spectacular results from full-color ads like this in POST have already proven the sales potential of the "second home" market

again to create you

with a new "two homes" promotion keyed to the retail lumber dealer

THIS TREND SETTING PROMOTION is another example of DFPA's *creative* approach to building *your* sales.

DFPA market tests made last year proved American families were ready to accept the "second-home" idea. Developmental work with architects, realtors and financial agencies clearly indicated these facts:

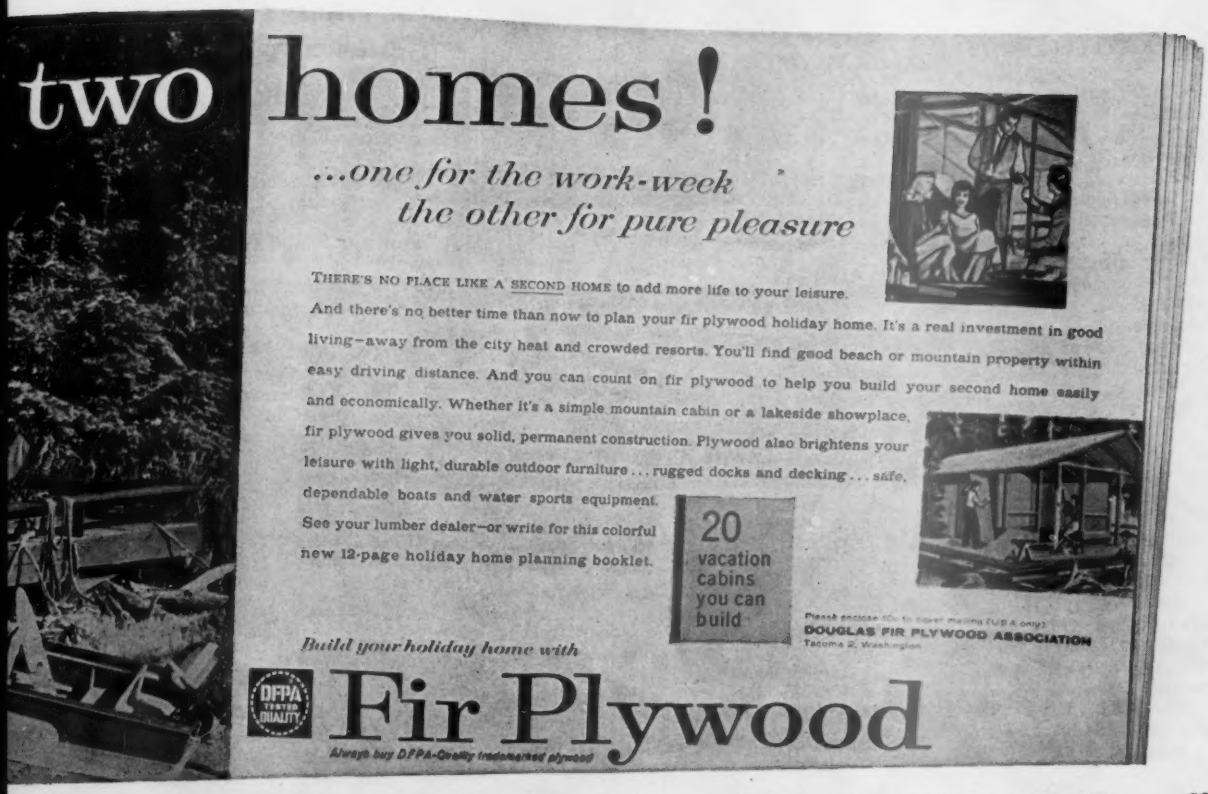
- *The second home market is ripe, ready—and due to grow.* It's based on the same modern appeal that has skyrocketed sales of boats and other leisure products.
- *The second home market is a lumber dealer market.* It can be sold and controlled by you—exclusively. No sharp-pencil bidding required. Largely, do-it-yourself in nature, it is ideal for package selling.
- *The second home market is a volume market.* Materials for a typical fir plywood vacation house represent a sizeable—and profitable—order.

DFPA's colorful consumer advertising in POST, built on these facts, has been underway only a few months. Already, results have far outstripped original—and optimistic—forecasts. Inquiries have poured in by the tens of thousands from families who are ready, *now*, to start building their second home.

DFPA will continue to lead with millions of dollars worth of consumer advertising, publicity and special promotions to capitalize on this interest—to make it grow—to build an entirely new market for the lumber dealers. Complete tie-in merchandising material is now being developed. For information write Douglas Fir Plywood Association, Tacoma 2, Washington.

Grow with the leader

Fir Plywood DFPA TESTED QUALITY



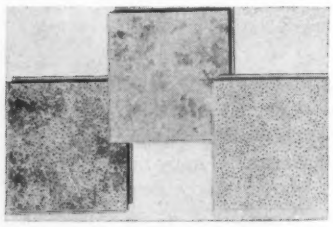
 For more details on above items, use Coupon on Page 97

previously was available in densified Douglas fir only.

Item's production process calls for tremendous density (55 pounds pci) even harder than hardwood. Flooring is available in IRB board which gives permanent protection against insects and fungi.

Write B108 on reply card, page 97.

CEILING TILE PATTERN



Three new ceiling tile patterns — added to line of sound-quieting and designer tile — is offered by Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

Fantasy Hush-Tone is three-tone print with sweeping design of random miniature perforations on soft white base. Clouds, three-tone abstract design, conceived to blend with most color schemes. Gala Hush-Tone features flowing pattern of random miniature perforations in two sizes.

Write B109 on reply card, page 97.

METALLIC PATTERNS

Metallic patterns are offered by Panelyte Div., St. Regis Paper Co., Dept. SBS, 150 East 42nd St., New York 17, N. Y.

Iridescent — consisting of tiny metallic flecks of gold, silver, red, and blue on solid background — comes in sand beige, white, citron yellow, and carnation pink. Platinum white composed of sparkling platinum flecks scattered over white background.

Available in standard and post-forming grades.

Write B110 on reply card, page 97.

GRAY ASPHALT TILE

Medium - gray marbleized asphalt tile is announced by Mastic Tile Div., Ruberoid Co., Dept. SBS, P. O. Box 128, Vails Gate, N. Y.

Medium-gray shade set off by white, dark gray, and coral. Marbleization said to lend variety, fitting in with colorings that lead in today's decor.

Marketed in 9" x 9" size, and available in ⅛" and 3/16" gauges.

Write B111 on reply card, page 97.

INSULATION TILE

Addition of decorative ceiling tile to its line of insulation board products is announced by Bestwall Certain-teed Sales Corp., Dept. SBS, 120 E. Lancaster Ave., Ardmore, Pa.

Reportedly manufactured of natural wood fibers to provide exceptional strength and insulating qualities, tile is designed to provide attractive ceiling surfaces. Fabricated with tongue and groove edges to permit concealed nailing or stapling, tile said to have flame resistant surface finish that requires no decorative treatment.

Available in smooth white or with random perforations.

Write B112 on reply card, page 97.

ACOUSTICAL TILE

Silentex Gold Bond decor tile — said to absorb up to 80% of all sound striking it — is available from National Gypsum Co., Dept. SBS, 325 Delaware Ave., Buffalo 2, New York.

Basis for this feature reportedly is increased sound trap labyrinth of low-density fibrous material. Silentex offers brush-textured finish, with tongue-and-groove edge, permitting

application by stapling gun or adhesive.

Marketed in two forms: tongue-and-groove, 12" x 12" tiles, ⅝" thick; and butt-bevel edge, ½" thick tiles both 12" x 12" and 12" x 24".

Write B113 on reply card, page 97.

LAMINATED PLASTICS

Green, red, and black Spungold and wood-white Heyday are introduced into Textolite laminated plastics line by General Electric, Dept. SBS, Schenectady 5, New York.

Green Spungold and wood-white Heyday colors designed for close harmony with wood and woodgrain plastic-surfaced kitchen cabinets. Red and black Spungold offered as high-style decorative laminates for commercial applications.

Spungold, gold flecks interlaced with gold veining against solid background, is offered in nine decorator colors. Heyday pattern available in eight color variations.

Textolite patterns come in conventional satin and gloss finishes. Offered in standard and post-forming grades in standard sheet sizes.

Write B114 on reply card, page 97.

WASHABLE TILEBOARDS

Grecian and Qui-Lite acoustical tileboards and Fantasy and Pageant decorative tileboards — all reportedly cleanable, even washable with water and mild soap, if desired — have been introduced by Insulite Div., Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Bldg., Minneapolis 2, Minn.

Grecian's clusters of vari-sized holes form distinctive fissure-like surface, while Qui-Lite's swirl design is comprised of tiny sound traps peppering its entire surface. Both come in bright white, sizes 12" x 12" and 12" x 24" (center grooved) with flanged tongue and groove joint.

Fantasy's elegant pattern is achieved with gold and rose-toned beige on soft white, while Pageant has a gay pattern of orange and gray circles intertwined. Both come in 12" x 12" with flanged tongue and groove joint.

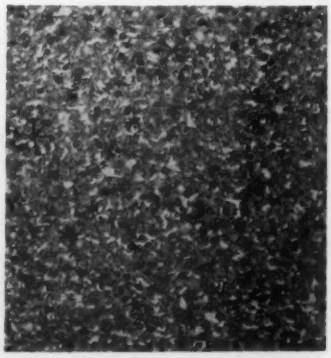
Write B115 on reply card, page 97.

LOW-COST PLASTIC TILE

For economical floors of unusual beauty and distinction, Decorlite cork-base plastic tile has been introduced by Dodge Cork Co., Inc., Dept. SBS, Lancaster, Pa. Six patterns, combining pigmented color with random cork background, are available to blend perfectly with any decor.

Tile size is 9" x 9" in 3/32" gauge, packed 45 square feet (80 pieces) to carton. Patterns are Almond, Puddingstone, Snowflake, Brick-Bits, Star-Jade, and Goldrush.

Write B116 on reply card, page 97.



packaged and loaded for mechanical unloading ■
wax end-sealed ■
every stud holds to grade ■

also crossarms ■
shop ■
clears ■

SUN STUDS, Inc.
of douglas county
sbs 2-6
p. o. box 789 • roseburg • oregon
orchard 3-4474 • twx • rs-48-u

☐ Send free descriptive folders on mechanical unloading, "the Sun Studs story" and "why dry studs?"

☐ Send name of nearest Sun Studs wholesaler or commission man.

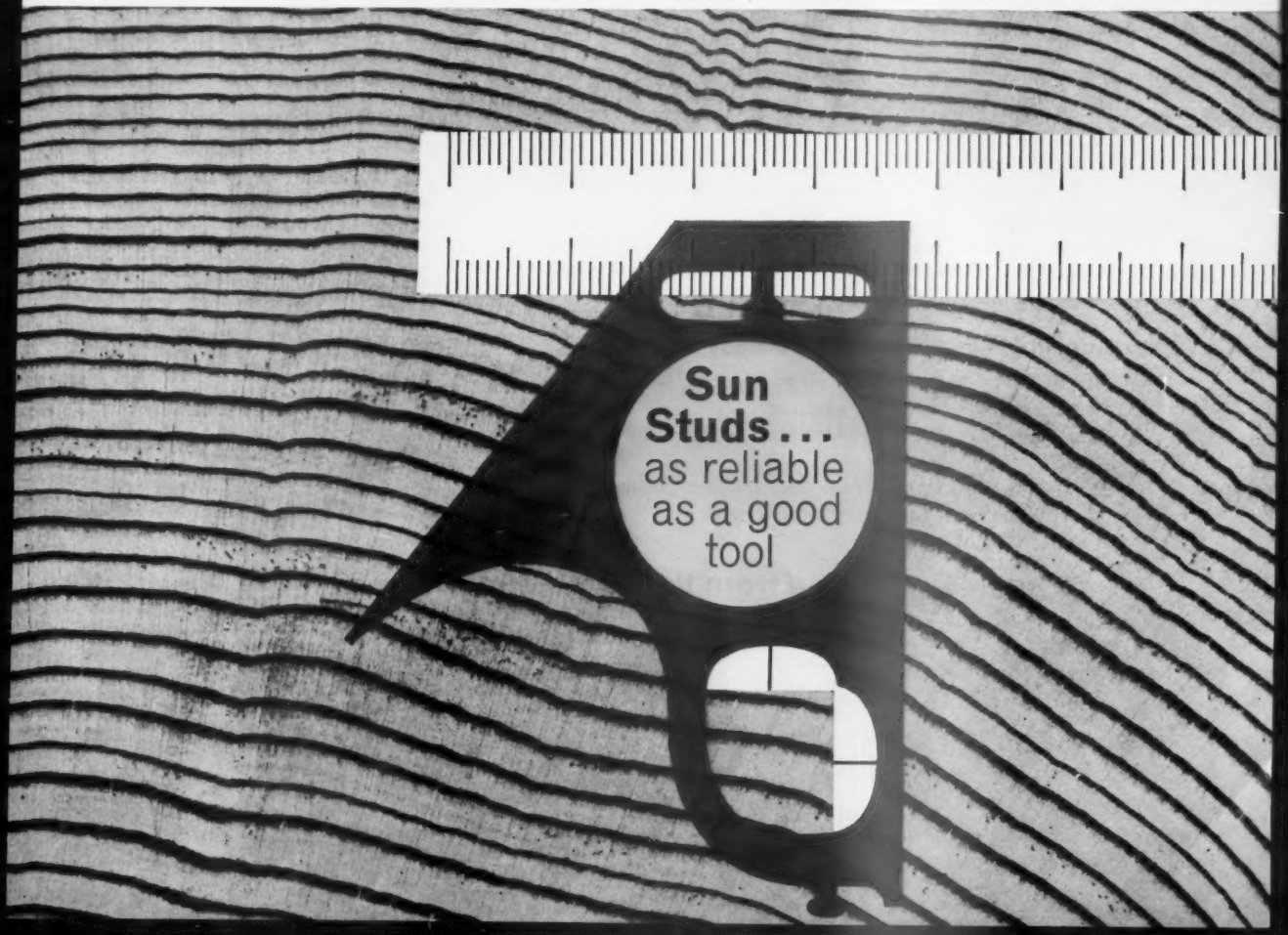
NAME.....

FIRM..... TITLE.....

ADDRESS.....

CITY..... ZONE..... STATE.....

Sun Studs are precision cut from old growth douglas county douglas fir ▪ known for its comparative freedom from warping ▪ cupping or twisting ▪ and all **Sun Studs** are kiln-dried ▪ giving additional protection against warp ▪ twist and shrinkage ▪ wax end sealed ▪ every piece salable ▪ sold by better dealers everywhere ▪ consistently the finest quality studs in the nation.



Sell this popular new profit idea...

Andersen Casement Bow Window

Andersen Casement Bow Windows . . . new "trademark" of elegance in fine homes . . . wonderful, new money-making idea!

Let Andersen help you cash in *now* on the growing popularity of casement bow windows. Plucked from out of the past for today's fine living, casement bow windows contribute to the elegant heritage of Colonial architecture . . . the warmth and color of fine wood windows.

Backing the promotion of the Andersen Casement Bow Window is spectacular 4-color advertising in America's best known home magazines.

You sell the new Andersen Casement Bow as a complete, quality package: Ready-to-install, completely assembled by your Andersen distributor.

Why Andersen Windows are easy to sell

- ☆ America's best known quality window for over half a century.
- ☆ Leading national consumer advertiser.
- ☆ Consistent advertiser to builders and architects for over 20 years.
- ☆ Complete sales building aids—sales training services.
- ☆ Preferred nationally over any other window 9 to 1.

Quickly available from the complete stocks of these distributors:

AW

ALABAMA
Birmingham Sash & Door Co., Birmingham

FLORIDA
Huttig Sash & Door Co., Jacksonville

GEORGIA
Huttig Sash & Door Co., Atlanta

KANSAS
Rock Island Wholesale Co., Wichita
Rounds & Porter Co., Wichita, Dodge City and Salina

KENTUCKY
Huttig Sash & Door Co., Louisville
Weyerhaeuser Distributing Yard, Louisville

MISSOURI
American Sash & Door Co., Kansas City
Toombs & Co., Springfield

NORTH CAROLINA
Huttig Sash & Door Co., Charlotte

OKLAHOMA
Rounds & Porter Co., Oklahoma City

TENNESSEE
Huttig Sash & Door Co., Knoxville and Nashville
Memphis Sash & Door C Memphis

TEXAS
Huttig Sash & Door Co., Dallas
Houston Sash & Door Co., Houston
Davidson Sash & Door Co., Austin

VIRGINIA
Morgan Millwork Co., Arlington
Huttig Sash & Door Co., Roanoke

Andersen Windowalls
*TRADEMARKS OF ANDERSEN CORPORATION
ANDERSEN CORPORATION • BAYPORT • MINNESOTA

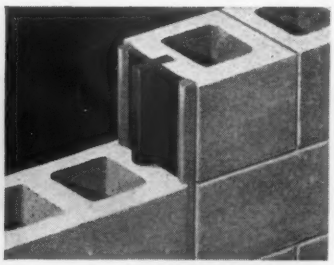
AMERICA'S MOST WIDELY USED, WIDELY DISTRIBUTED
MASONRY WALL REINFORCEMENT

Wherever you sell block you should sell Dur-o-wal!

Fancy claims aside, this is the significant fact about Dur-o-wal: It is more widely wanted than any other type of masonry wall reinforcement. It's the national best-seller.

Wherever masonry walls are built, wherever a dealer does business selling masonry, there is more business to be had, with a stock of Dur-o-wal—backed for service by eight strategically located Dur-o-wal factories.

All this, of course, because—with its trussed design, butt-welded construction, scientifically deformed rods —Dur-o-wal masonry wall reinforcement obviously does the job. Standard Weight Dur-o-wal used every second course adds 71 per cent flexural strength to a masonry wall. Get test facts from any of the Dur-o-wal locations below. Tell your customers to see us in Sweet's Catalog.



Two engineered products that meet u need. Dur-o-wal reinforcement, shown at left, and Rapid Control Joint, right. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joints

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FR 5-8283. President: John Hammerschmidt, Harrison, Ark.

Building Material Merchants of Georgia — 351 Highway 41 South, Perry, Ga. Tel. GArfield 9-2472. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 3909 Monroe Rd., Charlotte 5, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: M. R. Bagnal Jr., Columbia, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GArden 2-3761. President: J. E. Griffin, Lake Wales, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: C. Price Berryman, Coffeyville, Kan.

Kentucky Retail Lumber Dealers Associaton — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: E. W. Chinn, Owensboro, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: R. Needham Ball. Tel. 2-4080. President: Arthur W. Foss Jr., Lafayette, La.

Lumbermen's Association of Texas — P. O. Box 5222, 25th and Lamar Blvd., Austin 31, Texas. Executive Vice-President: Gene Ebersole. Tel. GReenwood 2-1194. President: S. S. Forrest Jr., Lubbock, Texas.

Middle Atlantic Lumbermen's Association — 2 Penn Center Plaza, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Harry H. Lott, Winona, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 8-6757. President: Paul V. DeVille, Canton, Ohio.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Frank Carey Jr., Oklahoma City, Okla.

Southwestern Lumbermen's Association — 513 City National Bank Building, Kansas City 6, Mo. Executive Vice-President: G. Kenneth Milliken. Tel. Victor 2-2265. President: D. J. Fair, Sterling, Kans.

Tennessee Building Material Association — 226 Capitol Boulevard Building, Nashville 3, Tenn. Secretary-Manager: Stan Owens. Tel.: ALpine 6-8102. President: H. Alpha Doak, Greeneville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel.: EL 8-1749. President: Milton M. Maddux, Marshall, Va.

West Virginia Lumber and Builders Supply Dealers Association — Box 230, Upshur Bldg., Buckhannon, W. Va. State Secretary: Sherman West. Tel. 1414. President: Owen L. Duncan, Huntington, W. Va.

Caramba!

Here is Desert Dan

He is the new symbol for DURETHENE® polyethylene film, the waterproof membrane that keeps new home basements desert-dry for life. Your builder customers will read all about Desert Dan in such big circulation magazines as *Practical Builder, House and Home.* Millions of new home prospects will see Desert Dan in *The Saturday Evening Post, Newsweek, Living's New Guide to Home Planning & Remodeling* and other consumer magazines. To tie in with this national promotion, you can get colorful Desert Dan certificates from your DURETHENE distributor to give your builder customers for display in their model homes. Tell builders to point out the advantages of a permanently dry foundation protected by DURETHENE. It is a quality feature that makes new homes easier to sell.

We can also furnish you with Desert Dan promotion literature that tells your builder customers how to stress "DURETHENE" Dry foundations for easier new home sales, fewer call-backs and reduced construction costs. For greater DURETHENE sales, mention the light weight, the easy handling, the permanent life of DURETHENE. Convenient widths up to 40 ft., 100 ft. long, black or clear. FHA-approved DURETHENE is also excellent for flashing, crawl space, closing-in, cement curing, and in walls, too. For further information, write Koppers Company, Inc., Durethene Plant, 7001 W. 60th Street, Chicago 38, Illinois.

KOPPERS® *Durethene*® POLYETHYLENE FILM

Fascinating

THE NEW WEYERHAEUSER PROGRAM THAT FITS RIGHT IN WITH YOUR OWN ADVERTISING, MERCHANDISING, AND SELLING ACTIVITIES!

Advertising

Starting in February, the millions of readers of Better Homes & Gardens and other home service publications will see a fresh new series of full color, full page ads that give them the ideas they're looking for to improve their homes . . . ideas *you're* looking for to build greater dollar volume. Through the year they'll see ideas for kitchens, built-ins, new homes, vacation homes, garages, patios, fences, indoor play space, storage space—fascinating ideas that answer the needs of 9 families out of 10. See the first ad . . . in the February 1960 issue of Better Homes & Gardens.

Merchandising

In advance of each full color, full page national advertisement, Weyerhaeuser 4-Square Lumber Dealers will receive a complete merchandising kit containing a mounted ad reprint, a supply of FASCINATING IDEA literature (with how-to-do-it sketches), reprints of tie-in ad mats for use in the dealer's own advertising program, and a news service that combines advertising, merchandising, and selling ideas with clear, concise information on new Weyerhaeuser 4-Square products and their uses. This sales building kit is absolutely *free* to Weyerhaeuser 4-Square Lumber Dealers!

BE SURE you have complete information on this 1960 program for *greater sales!* Ask your Weyerhaeuser District Representative for details or write to Weyerhaeuser Company, First National Bank Building, St. Paul 1, Minnesota.

SALES Ideas!

NATIONAL ADVERTISING GEARED TO GIVE THE EXTRA PUSH THAT HELPS START SALES, INCREASE SALES, "CLOSE" SALES!

Working Plans

Every FASCINATING IDEA is backed up with free descriptive literature that shows how-to-do-it sketches or, in the case of homes, floor plans (as in the past, blueprints are available only on order from you). These plans enable your customers to go right to work on their own or to consult with you on any needed modifications. You can assist them in arranging expert building help, and give them the complete information they want on financing —and, of course, help them select the Weyerhaeuser 4-Square Lumber, Plywood, and Lumber Products meeting their budget requirements and appearance demands.

...and Quality Products

You—as a 4-Square Lumber Dealer—are in the enviable position of being able to assure satisfaction through the use of top quality products from Weyerhaeuser, America's best known name in lumber. Whatever your customer's chief concern —appearance, durability, maintenance, cost— there are Weyerhaeuser 4-Square products that will do the job well, open the door for you to sell additional jobs. Make sure you tie-in 100% with this exciting new business-building program. Check your own advertising, merchandising, and promotion plans. And be sure your inventory includes the quality products identified with the Weyerhaeuser 4-Square trademark.

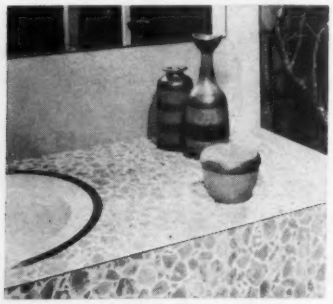
MAKE SURE YOU'RE READY TO SELL!

Weyerhaeuser Company
Lumber and Plywood Division

For more details on above items, use Coupon on Page 97

DECORATIVE TILE LINE

Tidestone, with appearance of beach pebbles, polished flat and set against neutral background, is available from Formica Co., Dept. SBS, 4600 Spring Grove Ave., Cincinnati, Ohio.



Created by Raymond Loewy Associates for style-conscious decorator, architect and homemaker, there is predominance of warm tones — tans, browns, olives — in irregular stone shapes. Tidestone reportedly is an attempt to bring nature indoors, creating new beauty in laminated plastic. Usable on walls or counters, room-dividers or mantels.

Write B117 on reply card, page 97.

PAINT-VARNISH REMOVER

Kwik Deglos to deaden gloss of enamel and varnished surfaces prior to refinishing is marketed by Chemical Products Co., Inc., Dept. SBS, Aberdeen, Md.

Said to eliminate need for sanding, it is packaged in gallons, quarts, pints, and half-pints. Profit package deal gives dealers three pints of Kwik liquid brush cleaner free with purchase of six quarts of Kwik paint remover and three pints of brush cleaner.

Write B118 on reply card, page 97.

PLASTIC PAINT CARTON

MultiTint colors in flip-top plastic containers, said to dispense free-flowing dry colors quickly and completely, is offered by Seidlitz Paint & Varnish Co., Dept. SBS, 18th & Garfield, Kansas City, Mo.

Containers purportedly assure instant dispersion and guaranteed color accuracy. Plastic unit available in three sizes.

Write B119 on reply card, page 97.

PAINT CAN GUARD

No-drip paint can guard, molded in polyethylene, is introduced by Norton Laboratories, Inc., Dept. SBS, Lockport, N. Y.

Called "Paint Boy," plastic guard fits inside top of any standard paint can. Equipped with handle which snaps into place under container lip. Guard designed to return all excess paint to inside, eliminating paint drips on outside of can and keeping top edge free from paint. Said easily cleaned after use.

Available for quart and gallon cans.

Write B120 on reply card, page 97.

SOLUBLE WOOD STAIN

Stain Drops — a water soluble wood stain in tablet form, packaged two tablets to a card — has been introduced by Forest Interiors Corp., Dept. SBS, 325 Minor Ave., N., Seattle 9, Wash.

Claimed to be easy to apply, nonflammable, non-toxic, and odorless, product is offered in six basic shades: maple, brown mahogany, red mahogany, fruitwood, cherry, and walnut. Infinite color variations are said obtainable by varying amount of water or by inter-mixing basic shades. Tablets, once dissolved, remain in solution and reportedly will not settle out. Coloring effect obtained, manufacturer states, by deep dyeing of wood, rather than by thin layer deposit of pigment on surface.

Write B121 on reply card, page 97.

WOOD-GRAIN FINISH

Pierre's Original Miracle Blonde — for painting blonde finish over old paint, varnish or lacquer in one day — is offered by Frost Paint and Oil Corp., Dept. SBS, Minneapolis, Minn.

No paint or varnish remover is reportedly used — no scraping, sanding or bleaching necessary. Surface washed with strong detergent. When dry, first coat is applied and allowed to dry for two hours. Then "wood tone" coat is applied. While still wet, surface is grained. Third or "finish" coat applied three to four hours later.

Wood grain effects achieved with special tools included in kit. Available in six natural wood grain finishes: antique white, maplewood, mahogany blonde, gray drift, Swedish blonde, and natural blonde.

Write B122 on reply card, page 97.

ALL-EXTERIOR PAINT

Commemorating its 50th anniversary in production, Seidlitz Paint & Varnish Co., Dept. SBS, 18th and Garfield Sts., Kansas City, Mo., has introduced AcriSatin Latex house paint, designed for use on all exterior surfaces, including wood, the manufacturer claims.

Available in a full range of colors, AcriSatin Latex is said to make painting of house exteriors as easy as painting living room walls. Furthermore, product reportedly has exceptional resistance to fading.

Write B123 on reply card, page 97.

NATURAL WOOD FINISH

Natural wood finish said to require no thinning is Deft Wood Finish, available from Desmond Bros., Dept. SBS, Box 2216, Torrance, Calif.

Ready to use, trouble-free, it purportedly results in beautiful semi-gloss finish. Three-coat, bar-top finish may be applied same day. While fast drying, it is also reportedly self-leveling — will not show brush marks.

Available in drums, gallons, quarts, pints, half-pints and 16 oz. Aerosol spray can. May be applied by brush, roller or spray.

Write B124 on reply card, page 97.

A Tailor-made **Merchandising Plan** for the **Retail Lumber Dealer**

Here is a wholly new method of selling component parts—and in a range and variety never before possible. Here is how you compete with prefabrication of every type. Here is how you greatly increase your sales—without increasing your overhead in either equipment or space.

This plan is built upon 24 years of practical experience, guided by more than half-a-million dollars of pure research. Today—in nearly every section of the Union, as well as in both Tropic and Arctic regions—many million dollars of homes and other structures have been built by these methods.

The component parts you sell—for floors, walls, ceilings, roofs and gable ends—are in no way standardized. For any size of house—for any type of house—you now sell components custom-made by your distributor, built to carry out each individual plan of the architect, the builder, or the owner. To get maximum economy—they must buy through you. Yet you save better than 25% of the cost of doing your own Precision-Building or any other type of prefabrication. You sell—without fabricating or stocking; the parts go direct to the site.

All our experience shows that the fabrication must be done at the distributor's level—taking advantage of all his quantity discounts on materials, all of today's shortages of skilled labor and all the sound economies of soundly engineered, factory-production methods.

We are telling the story of Homasote Precision-Built House Components (through our advertising) to home owners in your territory and to all the builders and architects in your territory. We would like to send you two different, fully-illustrated, 8-page folders. One is addressed to you. The other presents the story as you want to tell it to home owners (and their architects and builders).

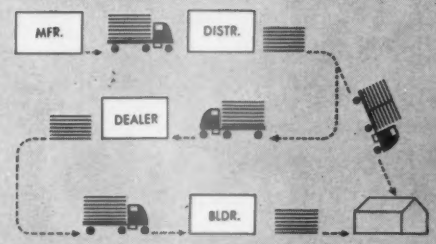
You don't have to guess about this new merchandising plan. Make us prove it to you. Your letter or telegram will bring you a copy of each of these two books. And a Homasote Representative will be ready to call on you on very short notice. Write or wire Department B-16.

PRECISION-BUILT ® House Components ®

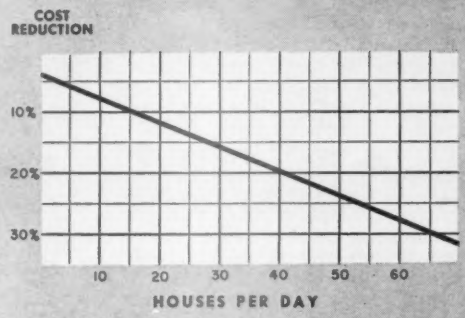
HOMASOTE COMPANY

Trenton 3, New Jersey

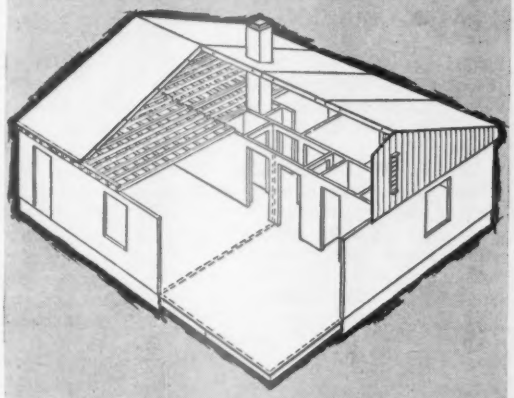
Homasote of Canada, Ltd., 224 Merton St., Toronto 7, Ont.



Many dollars are saved by the elimination of all extra transportation and rehandling costs.



This chart shows how costs go down as the centralized production of house components increases.



Custom-built P-B Components include floors, walls, ceilings, roofs and gable ends.

WATER-REPELLENT FINISH

Gray P. A. R. — a water repellent finish designed to protect and restore beauty of wood without hiding natural wood grain appearance — is announced by Protection Products Mfg. Co., Dept. SBS, Kalamazoo, Mich.

Product reportedly is usable straight from can, provides various driftwood effects, primarily on wood siding, fences, log cabins, and interior paneling. By intermixing Gray P. A. R. with other P. A. R. company shades, most any driftwood effect is claimed to be easily obtainable.

Write B125 on reply card, page 97.

POLYETHYLENE LACQUER

Rubbalac polyethylene lacquer — reportedly making it possible to paint and decorate polyethylene housewares, toys, novelties, displays, and sheeting — has been developed by Rubba, Inc., Dept. SBS, 1015 East 173rd St., New York, N. Y.

Rubbalac lacquer is applied with conventional equipment to treated or untreated polyethylene and purportedly dries in minutes. Special treatment is said not necessary on polyethylene to make Rubbalac adhere. Product claimed flexible and abrasion resistant.

Available in transparent and opaque colors and in white, black, and aluminum. Packed in one- and five-gallon cans as well as 55-gallon drums.

Write B126 on reply card, page 97.

LATEX-EMULSION MASTIC

Latex-emulsion type white mastic for ceramic tile application is offered by Chicago Adhesive Products Co., Dept. SBS, 12110 S. Peoria St., Chicago 43, Ill.

Chapco 512 reportedly meets Commercial Specification 181-52. Among features claimed are: quick grab, no slippage, resilient, permanent bond, waterproof, non-flammable, non-freezing, buttery smooth application, three hours open time, and quick, easy clean-up.

Write B127 on reply card, page 97.

PLASTIC COLOR PROCESS

Process to give greater color permanency and uniformity to asbestos-cement home sidewalls has been developed by Ruberoid Co., Dept. SBS, 500 Fifth Ave., New York 36, N. Y.

Known as Dura-Color, process combines plastic finish with method of integrating color prior to application on sidewall. Non-fade pigments blended into liquid plastic, then baked onto asbestos-cement siding at high temperatures. Repainting is reportedly eliminated. Siding's asbestos-cement composition is said fireproof, rot-proof, and termite-proof.

Dura-Color process is being applied to Ruberoid's autoclaved clapboard siding in six pastel colors and white.

Write B128 on reply card, page 97.

REDWOOD FINISH

Finish, reportedly formulated to "show-off" redwood's natural appearance, is available from Georgia-Pacific Corp., Dept. R-SBS, Equitable Bldg., Portland 4, Ore.

Product is said to contain only enough natural pigment to enhance and "lock-in" redwood color, leaving grain clean and accentuated. Product contains additive, claimed to inhibit sunlight bleaching action.

Sold in concentrated form, to be thinned on-the-job with turpentine.

Write B129 on reply card, page 97.

INSECT-PROOF PAINT

Kil-Sect — wall finish combining beauty and service of alkyd paint with latest advance in insecticides — is marketed by Consolidated Paint & Varnish Corp., Dept. SBS, 505 Fifth Ave., New York 17, N. Y.

Painting interior walls with Kil-Sect reportedly makes room or area completely insect proof, remaining as long as painted surface is undisturbed. Said completely scrubbable, washing not affecting insecticide's power. Available in wide range of colors, fits any need or decor, has no offensive odor.

Write B130 on reply card, page 97.

ROOF-SIDING PAINT

Al-Chroma roof paint, said to contain thousands of tiny particles of aluminum, is marketed by Al-Chroma Paint Co., Inc., Dept. SBS, Stevens Point, Wis.

Particles reportedly reflect sun's radiant heat away from roof in summer, help keep warm in winter. Asphalt binder seals crack leaks and around nailheads.

Tests indicate product lasts six to ten years without losing color, adhesion, weatherproofing or insulating qualities. Colors are bright metallic shades of red, brown, gray, green, blue, sandstone, silver, and white. Applied by brush or roller on clean, dry surface.

Write B131 on reply card, page 97.

VINYL FLOOR FINISH

Kentile vinyl floor finish is introduced by Kentile, Inc., Dept. SBS, 58 2nd St., Brooklyn 15, N. Y.

Finish is reportedly both wax free and transparent. Produced chiefly for vinyl flooring, it may also be used with rubber, asphalt tile, vinyl asbestos tile, cork, wood, and linoleum. Comes in one-quart, one-gallon, and five-gallon cans.

Write B132 on reply card, page 97.

ANTI-RUST COATING

Poly-Rustex, low-cost oxidation and rust preventive and inhibitor for all metals, is introduced by Brad Chemical, Inc., Dept. SBS, 111 W. Washington St., Chicago, Ill.

Combination of chemicals dispersed in oil base, it can be applied by spray, brush, mop, or by dipping. Product comes packaged ready for use. It is said low in viscosity, will not settle, and can be stored indefinitely in any weather. Covers 3,000 square-feet minimum per gallon. Dries within 30-minute period — application does not affect color of metal.

On steel, Poly-Rustex reportedly prevents new rust from forming by keeping out elements causing rust. It also is said to penetrate through and disperse those rust formations which accumulate on metal.

Write B133 on reply card, page 97.

RUST CONTROL COATING

Rust control coating — said to insure full protection on any metal surface within hour — is announced by Sapolin Paints, Inc., Dept. SBS, 205 E. 42nd St., New York City 17, New York.

Called Rustrol, coating reportedly dries in fifteen minutes. Two, three, or more coats can be applied without time-loss. Rustrol is said to seal out moisture and oxygen. Product is simple to apply by brush or spray, according to manufacturer. Flexible film does not crack or chip, has no fish odor, and is usable on any metal surface outdoors or indoors.

Deep red flat finish primer avail-

the Quality window to spark home sales

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All Mt. Shasta Suburban Units are manufactured from only high-altitude, first-quality Ponderosa Pine...chemically treated for added durability and longer life. Mt. Shasta Suburban Units may be finished to match any decor.

Distributed through millwork jobbers.

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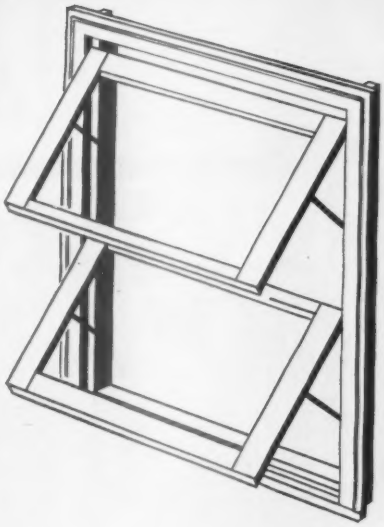


- Popular Awning-Type features made to Double Hung Modular Layout and sizes.
- Available in: 2-light 4-horizontal light 12-light, Or Any Other Light Arrangement You Might Require.
- Completely Weather-stripped
- Furnished with Locking Handles
- Vertical Sliding Inside Screens Available.

 For more details on above items, use Coupon on Page 97

"L·O·F Window Glass best by my test!"

RICHARD L. ZEYEN, SR.
FOSTORIA LUMBER COMPANY
FOSTORIA, OHIO

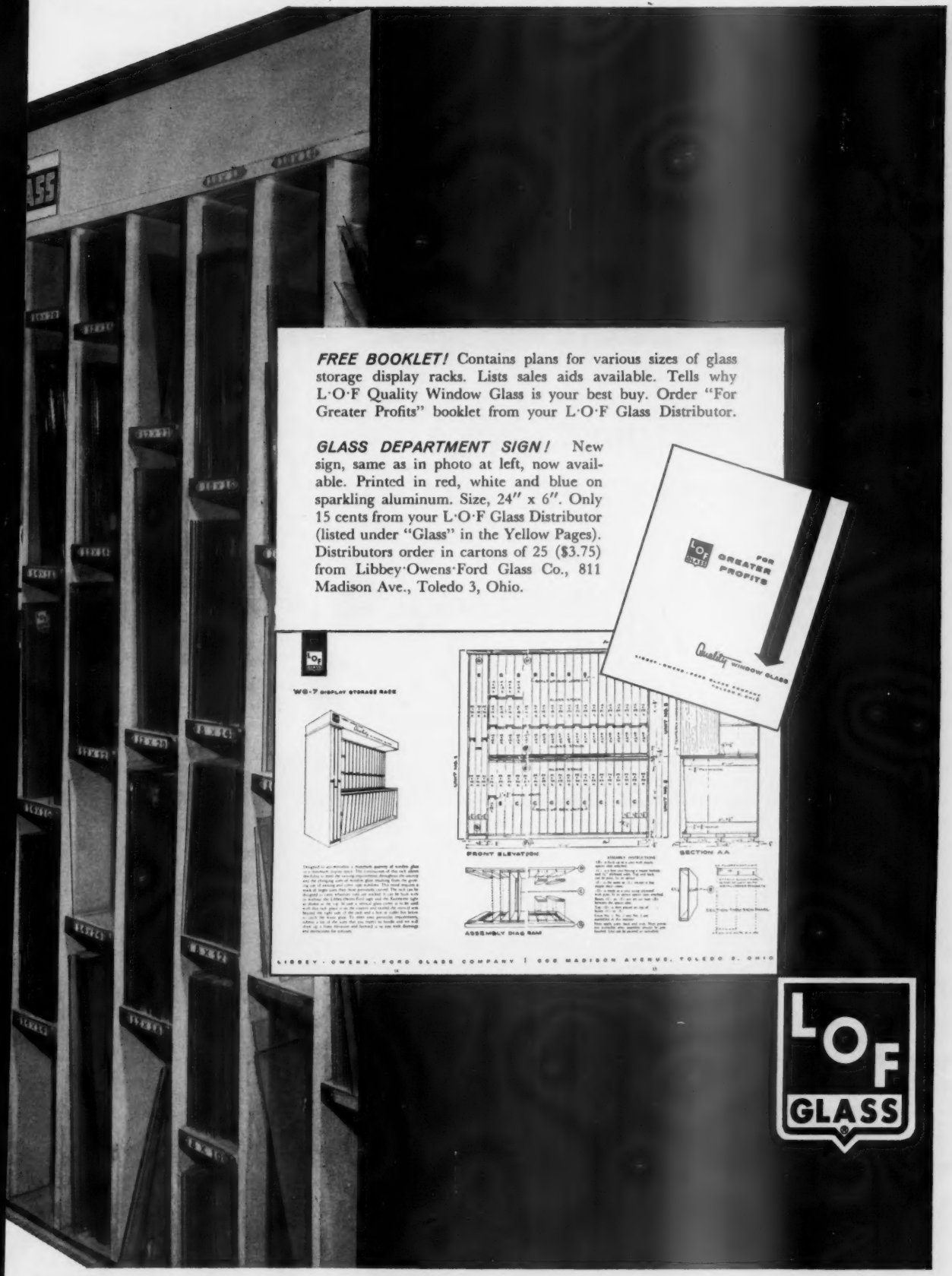
"We've stocked L·O·F Window Glass for 25 years, wouldn't think of stocking any other kind. Why? The way it cuts, for one thing. We've tested all kinds. L·O·F glass seems less brittle. It snaps clean at the score, doesn't splinter like some glass. That's important when you have five or six employes all cutting glass. Saves a lot of wastage.

"We stock 30 to 40 standard sizes of L·O·F Window Glass, and our glass department is right in our main sales room. It not only saves time, but people think of us first when they need glass."

LIBBEY·OWENS·FORD WINDOW GLASS

The glass that cuts easier, snaps clean

TOLEDO 3, OHIO



FREE BOOKLET! Contains plans for various sizes of glass storage display racks. Lists sales aids available. Tells why L·O·F Quality Window Glass is your best buy. Order "For Greater Profits" booklet from your L·O·F Glass Distributor.

GLASS DEPARTMENT SIGN! New sign, same as in photo at left, now available. Printed in red, white and blue on sparkling aluminum. Size, 24″ x 6″. Only 15 cents from your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages). Distributors order in cartons of 25 ($3.75) from Libbey·Owens·Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

able in all sizes from ½ pints to gallons.

Write B134 on reply card, page 97.

CLEAR VARNISH

Clear finish for wood is marketed by Seidlitz Paint & Varnish Co., Dept. SBS, 18th & Garfield, Kansas City, Mo.

"Durmo" line includes heavy duty Durmo Spar Varnish, crystal clear Durmo Satin, Durmo Gloss and Durmo Seal, along with wood stain and Stain 'N Filler.

Available in 45 colors.

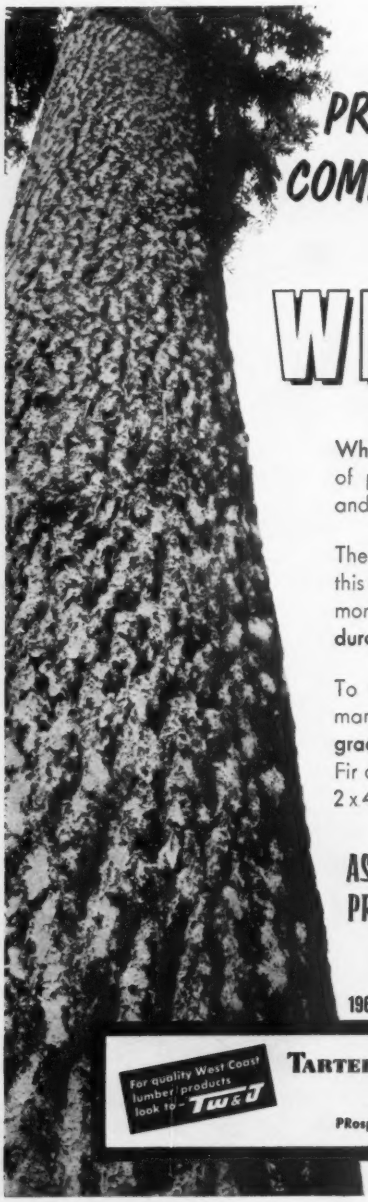
Write B135 on reply card, page 97.

PATCH UNDERLAYMENT

Quick patcher underlayment is marketed by Consumers Glue Co., Dept. SBS, 1515 Hadley, St. Louis, Mo.

Underlayment is used in leveling and smoothing concrete or wood floors before application of tile. Mixed properly, improved formula underlayment said to dry in 30 minutes. When dry, it is reportedly rock hard, yet retains flexibility. Fills expansion joints of concrete floors and works over old, worn wood floors or cracked and broken ceramic tile. Can be used thick or featheredged.

Write B136 on reply card, page 97.



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To meet the demand, **TW&J sawmills** manufacture **premium quality, uniformly graded, kiln dried, high altitude** White Fir dimension in **all** grades and sizes from 2x4 to 2x12.

ASK YOUR WHOLESALER FOR TW&J
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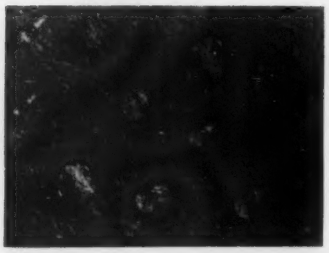
WALL WATER REPELLENT



Permapel, concentrated water repellent that reportedly seals out water, dirt, soot and soil from surfaces of above-ground masonry, is available from Perma-Stone Co., Dept. SBS, 719 E. Hudson St., Columbus 11, Ohio.

One gallon makes eight — mix instantly, one part Permapel to seven parts water.

Said to keep masonry clean, preserve appearance of concrete, stucco, stone and soft brick surfaces for eight to ten years. Application purportedly quick, easy, low in cost.

Applied with brush or small garden spray. Illustration shows how product sheds water.

Write B137 on reply card, page 97.

FIREPROOFING MATERIAL

Direct-to-steel fireproofing for steel-constructed buildings, applied to full thickness in one application, is introduced by Zonolite Co., Dept. SBS, 135 S. LaSalle St., Chicago 3, Ill.

Called Mono-Kote, it can be machine-applied in single application. When applied directly to underside of steel floors and to beams and girders, Mono-Kote said to reduce excessive scaffolding handling, and to exclude lathing. Usable with standard mixers and plaster machines, it is premixed material, requiring only addition of water.

Reportedly becomes hard material without fissuring or shrinking when applied on ceilings and beams. Claimed non-abrasive.

Write B138 on reply card, page 97.

Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

Our nation has been richly rewarded by the quality of thought nurtured in our colleges and universities. The caliber of learning generated there has been responsible in no small part for our American way of life. To our college teachers, the selfless men and women who inspire our priceless human resources, we owe more than we will ever be able to repay.

Yet how are we actually treating these dedicated people? Today low salaries are not only driving gifted teachers into other fields, but are steadily reducing the number of qualified people who choose college teaching as a career. At the same time, classrooms are beginning to get overcrowded. In the face of this, college applications are expected to double by 1967.

This is a severe threat to our system of education, to our way of life, even to our very existence as a nation. Our colleges need help—and they need it now!

HIGHER EDUCATION
KEEP IT BRIGHT

If you want to know more about what the college crisis means to you, and what you can do to help, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

ADVERTISING COUNCIL · PUBLIC SERVICE

WOOD-COLORED PUTTY

Magic Wood in seven decorator colors is available from Magic Iron Cement Co., Inc., Dept. SBS, 5403 Bower Ave., Cleveland 27, Ohio.

Colors are natural, maple, birch, redwood, mahogany, oak, and walnut. All said to take stain, paint or varnish in same manner as real wood. Applied with putty knife, Magic Wood reportedly fills all defects and hardens quickly without shrinking. Can be nailed, screwed, sawed and sanded when dry. Purportedly sticks fast to metal, masonry, and other building materials.

Write B139 on reply card, page 97.

ASPHALT COATING

Protective, reflective and decorative asphalt emulsion coating compound in aluminum color is introduced by Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

Non-flammable product said not to flow in hot weather, nor stain or crack over any type of asphalt subsurface. Named Aluminized Static, it is recommended for roofs, water tanks, and other exposed surface areas.

Has smooth brush-consistency for easy application, drying fast. Purportedly is self-priming, adhering to metal, glass, masonry, rock or asphalt-covered surfaces. Furnished in 55 gallon drums and five gallon cans.

Write B140 on reply card, page 97.

FLOOR TILE ADHESIVE

Epoxy type waterproof adhesive for installing rubber and flexible vinyl flooring tile over on-grade and below-grade concrete sub-floors is marketed by Flooring and Adhesive Div., Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

Two - component type bonding material, epoxy adhesive may also be used generally on all type subfloors above grade suitable to receive vinyl and rubber flooring products. Fine tooth notched trowel suggested as applicator for liquid adhesive. Gallon said to cover about 200 to 250 square feet.

Write B141 on reply card, page 97.

RUBBER BASE SEALANT

Solutions to caulking and glazing problems reportedly provided in one-part sealant developed by Grayguard, Inc., Dept. SBS, P. O. Box 1644, Wilmington, Del.

Mastic seal purportedly bonds tightly to all materials, self-curing to resilient rubber seal. Said effectively to seal piping and ductwork, dampen vibration, and reduce equipment noise. Retaining whiteness or color, can be compounded in any desired hue.

Ready to use from pail. Can be applied to bare or coated surfaces, needing no separate primer to effect lasting seal. Apply with putty knife, caulking gun or trowel. Claimed to retain rubber-like qualities over temperature range of —40 to 250 degrees Fahrenheit.

Write B142 on reply card, page 97.

FLOORING ADHESIVE

Rubbacrete flooring adhesive — a powerful non-inflammable adhesive, said to bond parquet wood blocks and laminated blocks to concrete, wood, and other surfaces — has been developed by Rubba, Inc., Dept. SBS, 1015 E. 173rd St., New York, N. Y.

Rubbacrete reportedly eliminates need for firring strips or sub-flooring and simplifies installation of wood flooring. No primer is necessary. Applied with notched adhesive trowel, it sets within one hour to point where blocks cannot be moved. Bonded with Rubbacrete, floors may be sanded 36 hours after installation, according to the manufacturer.

Available in one- and five-gallon cans and 55-gallon drums, a gallon ordinarily covers from 90-100 square feet.

Write B143 on reply card, page 97.

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On-time delivery is one of many advantages of dealing with Huttig. In each city, experienced representatives are ready at your call to assist with your customers' problems. Pick up your phone . . . now!

MANUFACTURERS: all types of quality millwork, Satin Brand Door Units, Satin Seal Window Units, Satin Brand By-Passing and Pocket Door Frames, Windows, Frames, Louver Doors and Blinds.

DISTRIBUTORS: nationally known building products . . . Andersen Windowalls, General SSS Doors, Twindow, Thermopane, Berry Steel Garage Doors, Marlite, Upson Products, Armatol Wood Preservative, Prefinished Hardwood Plywoods, Miami Bathroom Cabinets, Coffman Ornamental Iron, Weiser Locks, WelBilt By-folding Doors, WPP and Fir Mouldings, Fir Plywoods, Fir & WPP Doors.

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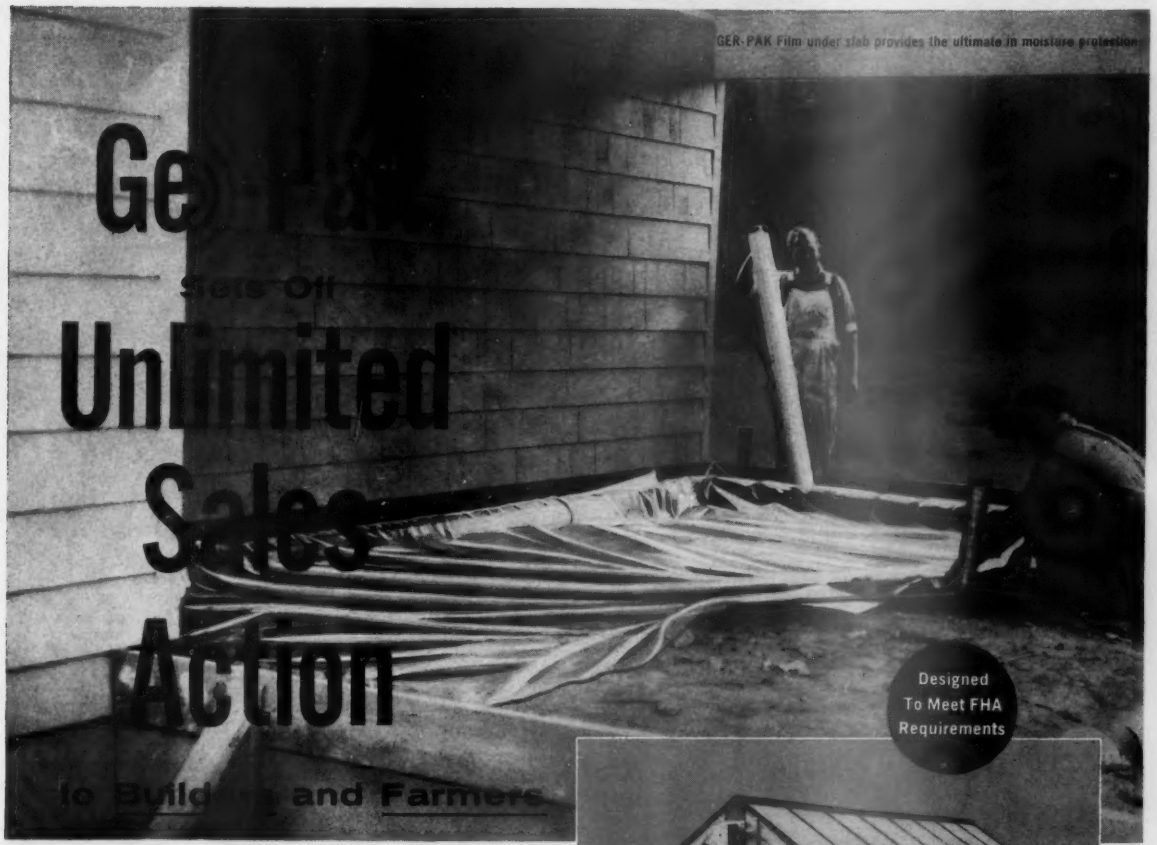
* Birmingham Sash & Door Co. ** Memphis Sash & Door Co. † American Sash & Door Co.

GER-PAK—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



GER-PAK Film is used in two-layer panels for this latest type of plastic greenhouse.

Moisture-vapor barrier | Silage Covers | Materials cover | Inclement weather protection

Really widen your profit horizon! Promote GER-PAK Film versatility to *both* your builder and farmer customers. Unmatched in construction as a moisture, water, dust or air barrier . . . concrete curing blanket . . . protective canopy . . . and for dozens of other uses. While on the farm, GER-PAK is tops for plastic greenhouses, mulch film, hen houses, windbreaks, silage covers, fumigation blankets, and many other uses. Tap the double polyethylene film market in your area now. Order GER-PAK Film from your distributor today!

CHOICE DISTRIBUTORSHIPS OPEN in some areas. Write for facts.

NEW, COLORFUL ADVERTISING—Pre-sells in the most-read, most-influential architectural, builder and farm magazines.

FREE SALES AIDS—Counter cards, swatch cards, displays, ad mats and other valuable aids available through distributors.

LARGEST SELECTION OF SEAMLESS WIDTHS — From 12 in. up to 40 ft. wide.

CHOICE OF COLOR — NATURAL, opaque WHITE, sunlight and weather resistant BLACK.

EASY-TO-HANDLE PACKAGING — Even 40 ft. widths come in convenient 11 ft. packages.

SEE OUR CATALOG FILE IN SWEET'S

GER-PAK®

Virgin Polyethylene Film

GERING PLASTICS division of STUDEBAKER-PACKARD CORP. **Kenilworth, N. J.**

CLIP AND MAIL NOW!

GERING PLASTICS division of STUDEBAKER-PACKARD CORP. **Kenilworth, N. J.**

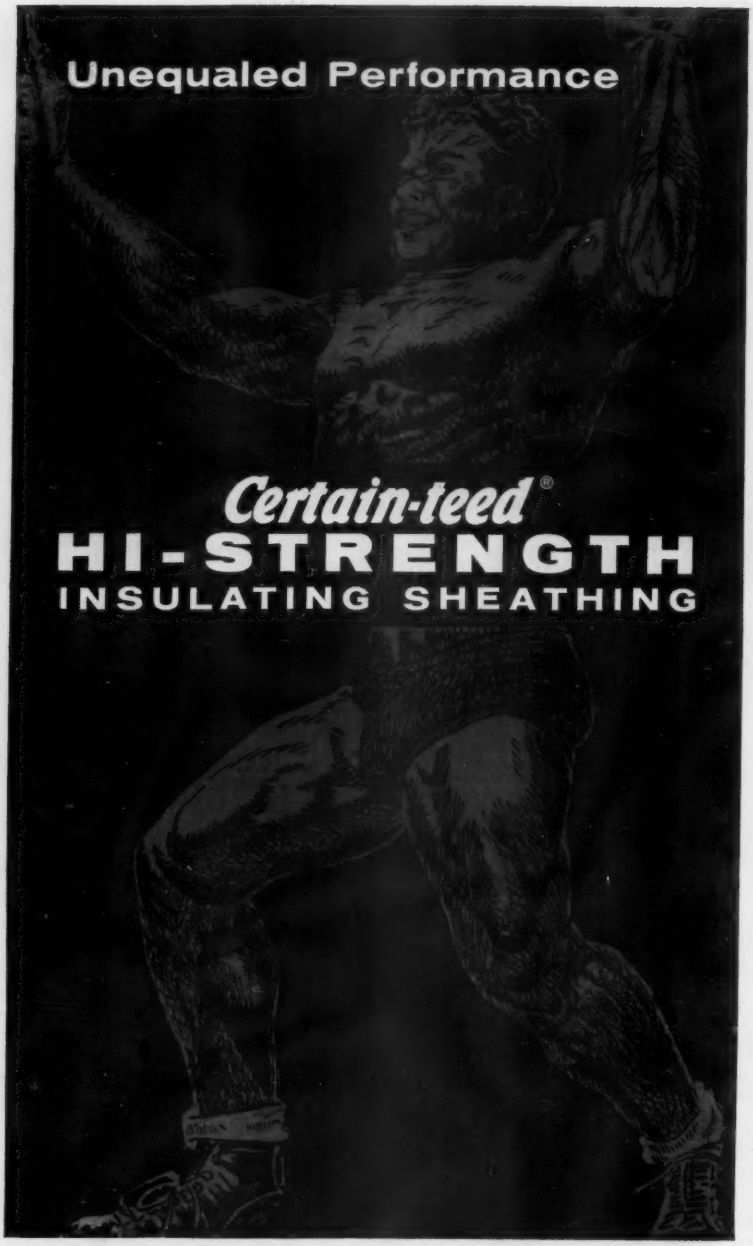
Please send me complete information and samples of GER-PAK polyethylene film and Miracle Tape. SB-2

Name_____

Address_____

City_____ Zone_____ State_____

My distributor is_____



Superior quality at competitive prices is the key to satisfied customers—and to provide your customers with the very best, supply Certain-teed ½" Hi-Strength Insulating Sheathing. Specifically designed for unequaled strength, this high-density sheathing product eliminates the need for corner bracing. Excellent insulating and sound-deadening qualities plus low applied cost are added features.

Certain-teed BUILDING PRODUCTS

Certain-teed® ... *Superior Products through Creative Research*

CERTAIN-TEED PRODUCTS CORPORATION

Ardmore, Pennsylvania • Plants and offices throughout the United States

GYPSUM LATH STAPLER

Model "R" Spotstapler — introduced by Spotnails, Inc., Dept. SBS, 1527 Lyons, Evanston, Ill. — is designed for applying gypsum lath, paneling, soffits, and other materials requiring staples up to 1⅛" long.

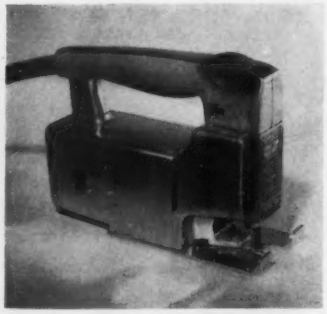
Gun reportedly is ½-lb. lighter than any competing gun on market, yet holds 50 per cent more staples, which saves loading time. Unique tapered face and track permits

stapling in tight corners to hit corner stud. Self-cleaning action of gun prevents dust from entering item, especially important in lathing work, where gypsum dust can damage precision parts and clog gun's firing action.

Improved R Spotstapler uses 40 per cent of air required by guns of equal piston displacement, allowing use of small compressor or more guns on large compressor.

Write B144 on reply card, page 97.

HEAVY-DUTY SABRE SAW



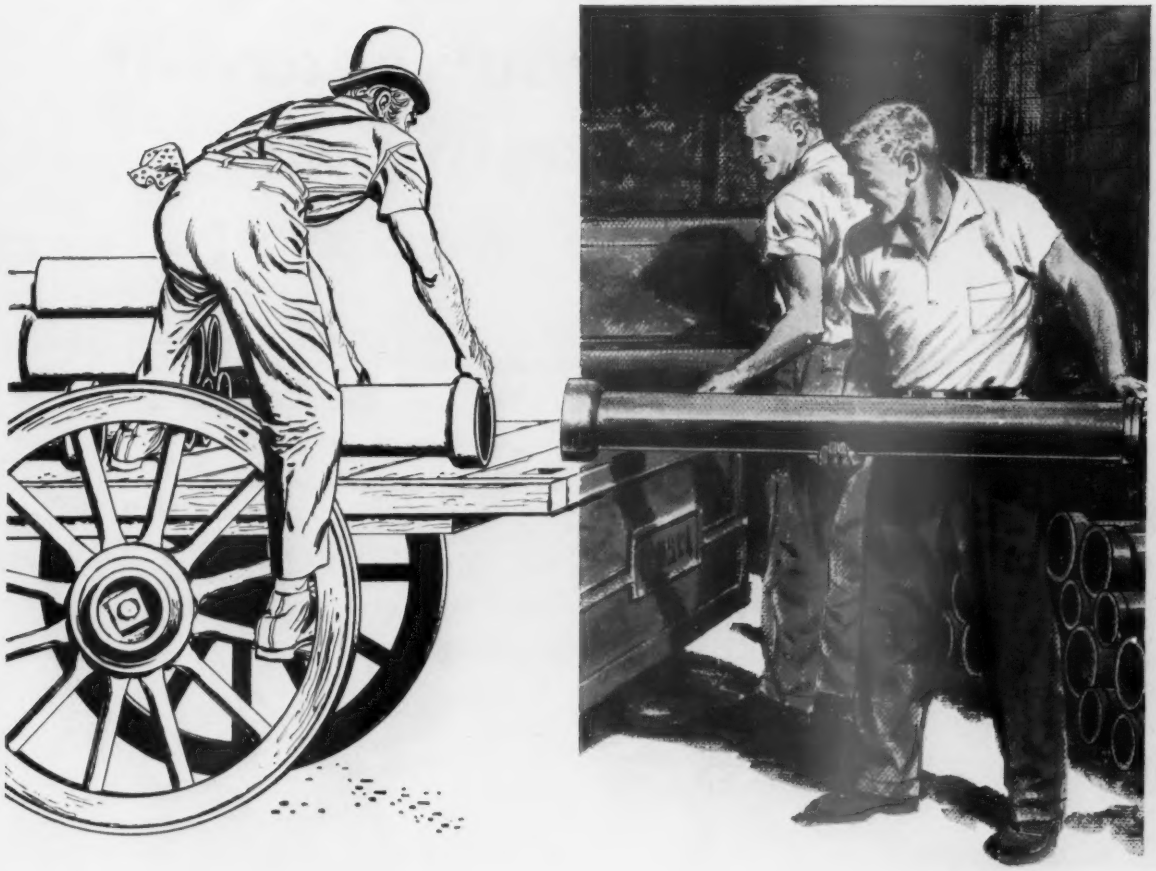
Extra heavy-duty sabre saw, H76, is marketed by Stanley Electric Tools Div., Stanley Works, Dept. SBS-PD, 195 Lake St., New Britain, Conn.

Model said to cut full two-inch lumber, with ball and needle bearing construction and 16% more powerful motor than heavy-duty H75. Runs at 3600 rpm.

Base chrome - plated, sliding smoothly over work surface, H76 purportedly has almost no vibration. Saw comes with four blades for wood, metal, flush and right-angle cutting.

Write B145 on reply card, page 97.

Progress in sanitation 75th year



Today **Dickey Dealers** **sell more** because they have more to sell

Longer lengths . . . stronger pipe . . . a wider variety of sizes . . . these are just a few of the reasons why dealers sell more Dickey Perma-Line® Clay Pipe than ever before. And the newest improvement . . . the flexible, compression-type Coupling . . . gives your customers a better way to build tighter sewers, in less time, at lower cost. Sales . . . and profits . . . go up when you sell Dickey Coupling/Pipe because you sell more pipe . . . more quality . . . more customer benefits. Remember, it pays to be a Dickey Dealer.

Providing improved sanitation for better living

DICKEY sanitary salt-glazed clay pipe

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex.-Ark.

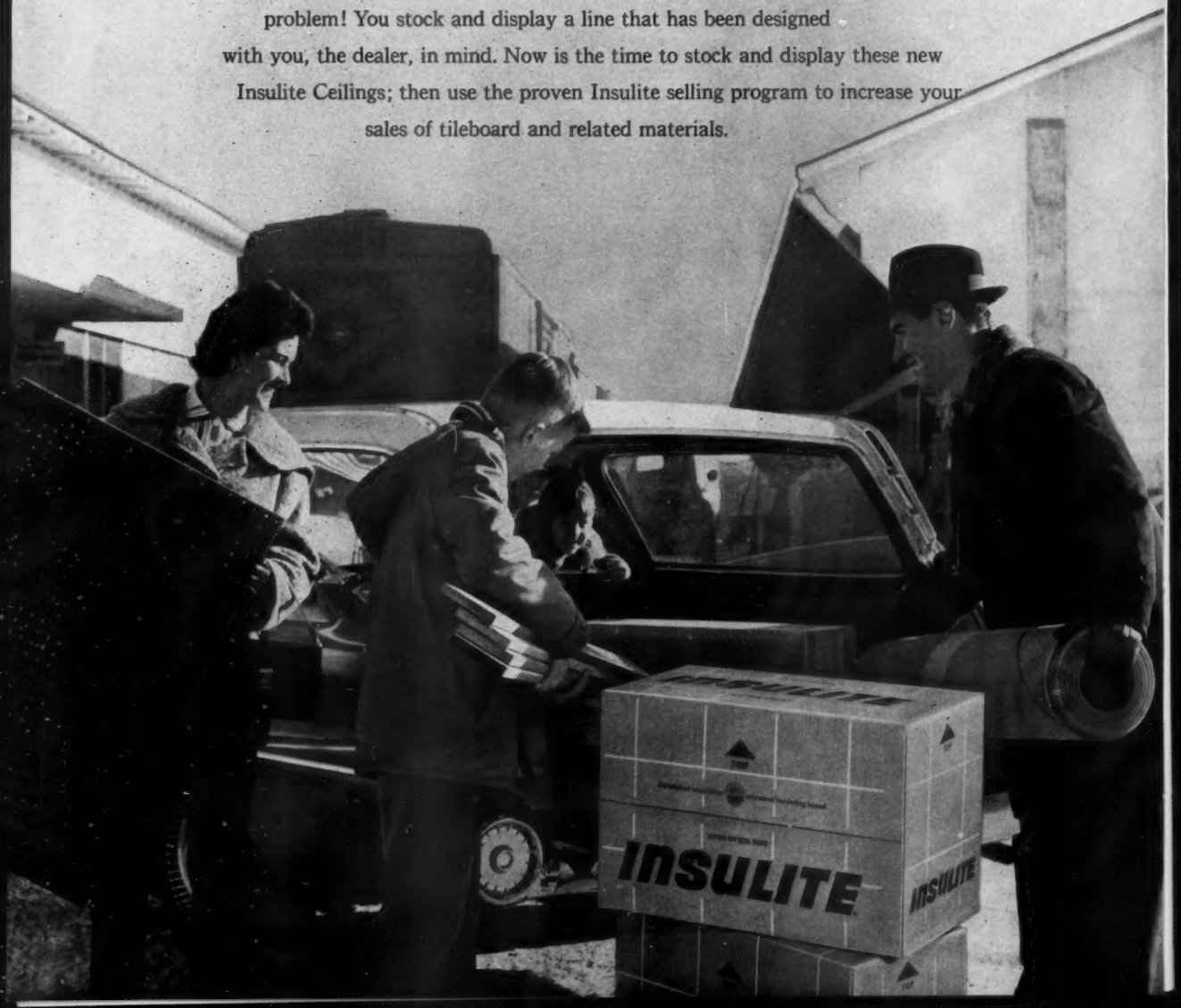
6227

If it's made of clay it's good . . . if it's made by Dickey it's better

 For more details on above items, use Coupon on Page 97

Now! Exciting new Insulite Ceilings to increase your share of the remodeling and new home markets!

Here are the newest, freshest ceiling patterns and designs—from Insulite, the line that turns over *fast!* These sparkling new ceilings will meet any job requirement, suit the taste of the most discriminating homeowner. Yet the Insulite line of ceilings does not burden you with a massive inventory problem! You stock and display a line that has been designed with you, the dealer, in mind. Now is the time to stock and display these new Insulite Ceilings; then use the proven Insulite selling program to increase your sales of tileboard and related materials.



These distinctive ceiling designs—plus a selling program for "packaged sales"—will build store traffic, increase your volume!

Tileboard sales are going up each year! And the dealers who are getting this extra volume are the ones who are stocking, displaying and pushing the product. This means reaching the do-it-yourselfers . . . reaching the remodeling and new home contractors.

For 1960, Insulite has created a program to help you build sales, to move consumers into your showroom—to help the builder and the remodeling contractor, too. This is a DEALERIZED program. Every part has been planned with the dealer in mind. Every mailing piece, every booklet, features YOU, the lumber dealer, as the one to see about ceiling tile (and about *every* remodeling project).

Then, when customers come to your showroom, they see the new, helpful Insulite displays, featuring a beautiful new selection of ceilings. New acoustical designs . . . new patterned ceilings . . . to complement any decorating scheme.

Ask your Insulite Representative to tell you how this powerful program can help you get more of this expanding remodeling market. Or write Insulite, Minneapolis 2, Minn.

Here's a complete selling package for your do-it-yourself and contractor markets:

- **Attractive displays, samples.** Three new showroom displays help promote stock turnover and package sales of related items.
- **Colorful consumer literature.** Attractive new folders show the Insulite Ceilings in room settings . . . provide remodeling ideas, suggestions.
- **Do-it-yourself folder.** Contains step-by-step instructions for the homeowner . . . shows how easy it is to create extra living space.
- **National advertising** to your contractor and builder customers helps pre-sell Insulite Ceilings.
- **Contractor presentation book** helps remodelers close sales; contains "before and after" pictures and is designed so that it can be personalized by adding local photos.
- **Sales calls** by Insulite Salesmen produce inquiries and sales that are turned over to *you.*
- **Insulite meetings,** conducted in your yard, help you educate and build good will with your remodeling contractor customers.
- **Advertising mats and radio scripts** are furnished free by Insulite for your own local advertising program.
- **Direct mailings** by Insulite produce leads which are directed to you, after follow-through by Insulite Representative.

sells easy...sells fast...stays sold

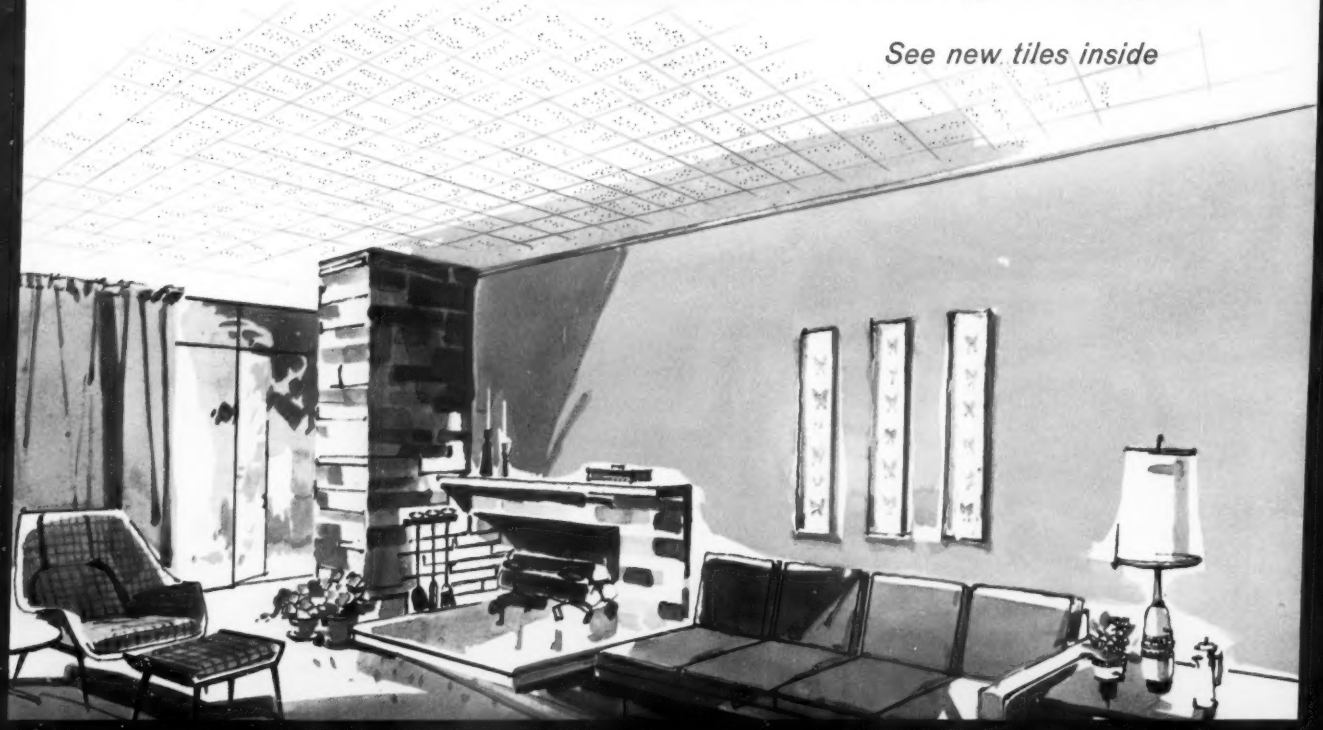
INSULITE®

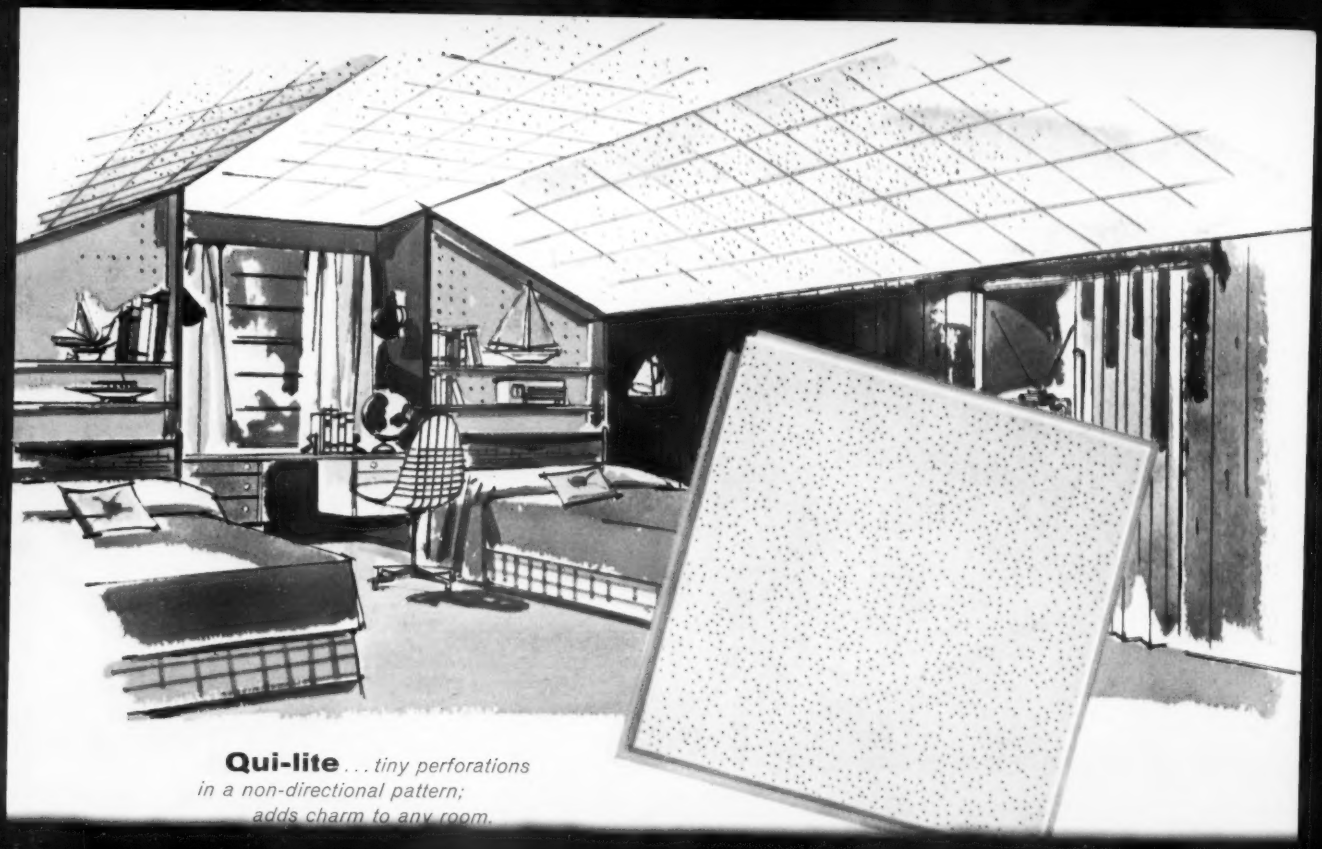
Ceilings

INSULITE *Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota*

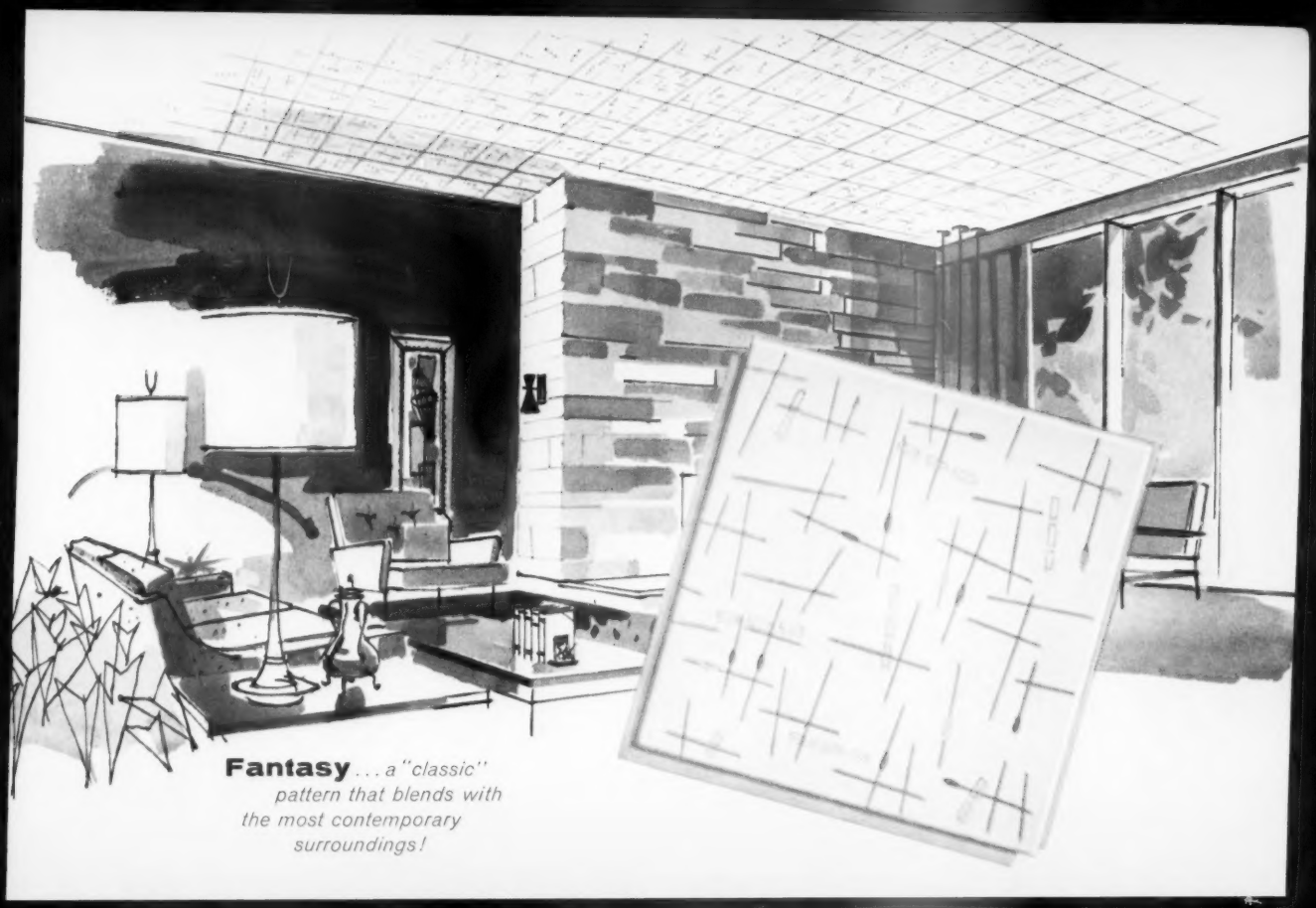
Sell new ceiling beauty with these new, glamorous *INSULITE* ceiling designs!

See new tiles inside



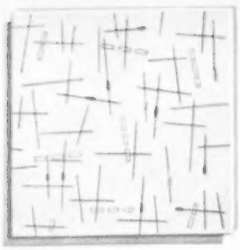


Qui-lite . . . *tiny perforations in a non-directional pattern; adds charm to any room.*

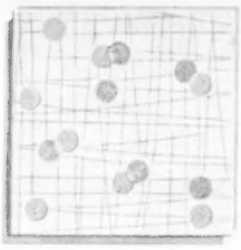


Fantasy . . . *a "classic" pattern that blends with the most contemporary surroundings!*

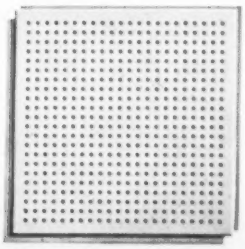
Ceiling for every job!



Fantasy. New! A colorful tile of interesting design that blends with traditional and modern home design. Perfect for living rooms, dining areas, playrooms, in new homes or remodeling projects. T&G; 12 x 12; ½" thick.

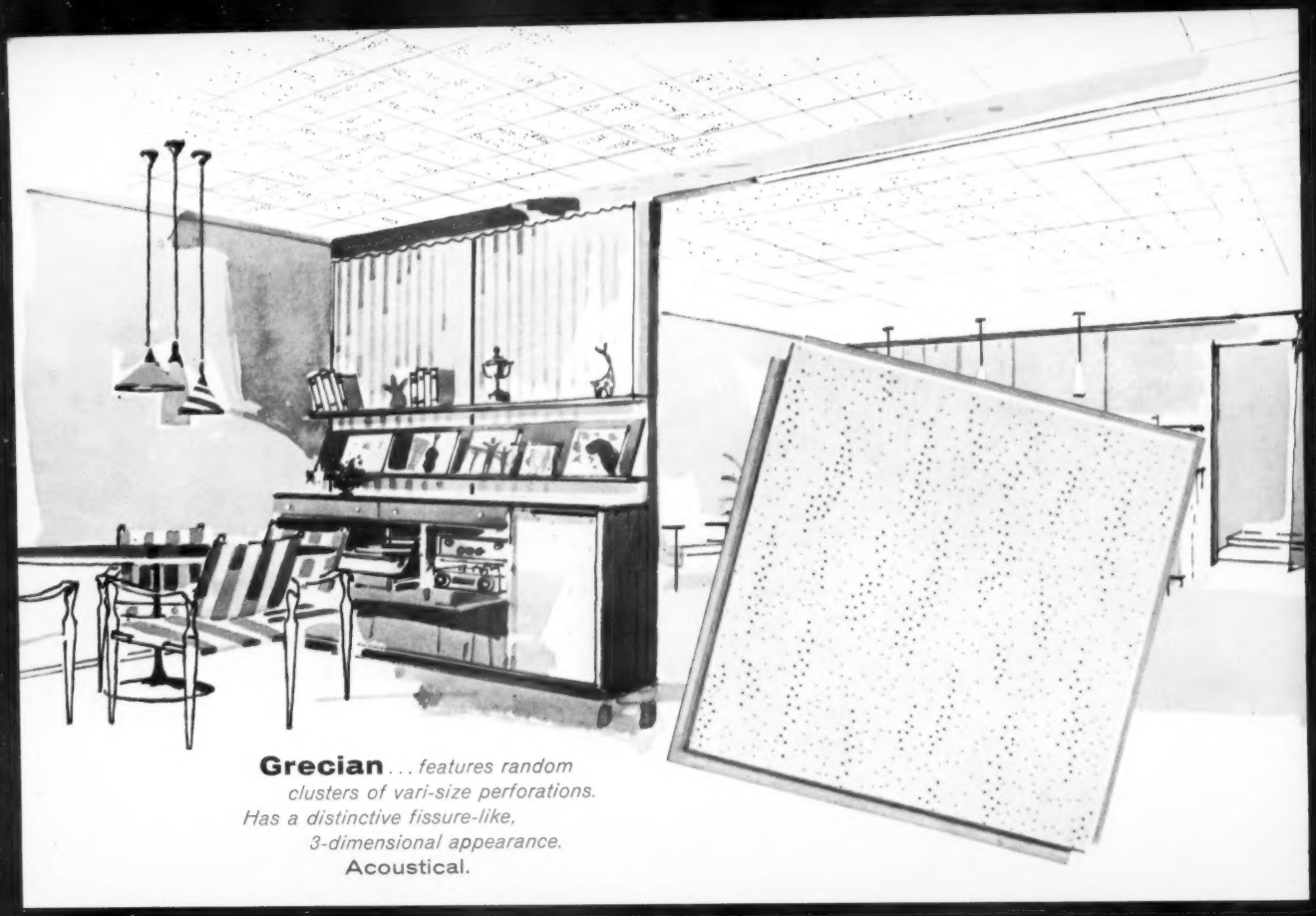


Pageant. New! A blend of pattern and color that gives "do-it-yourselfers" remodeling ideas! Ideal for use in playroom, kitchen or nursery; complements any style of home, any type of room decoration. T&G; 12 x 12; ½" thick.

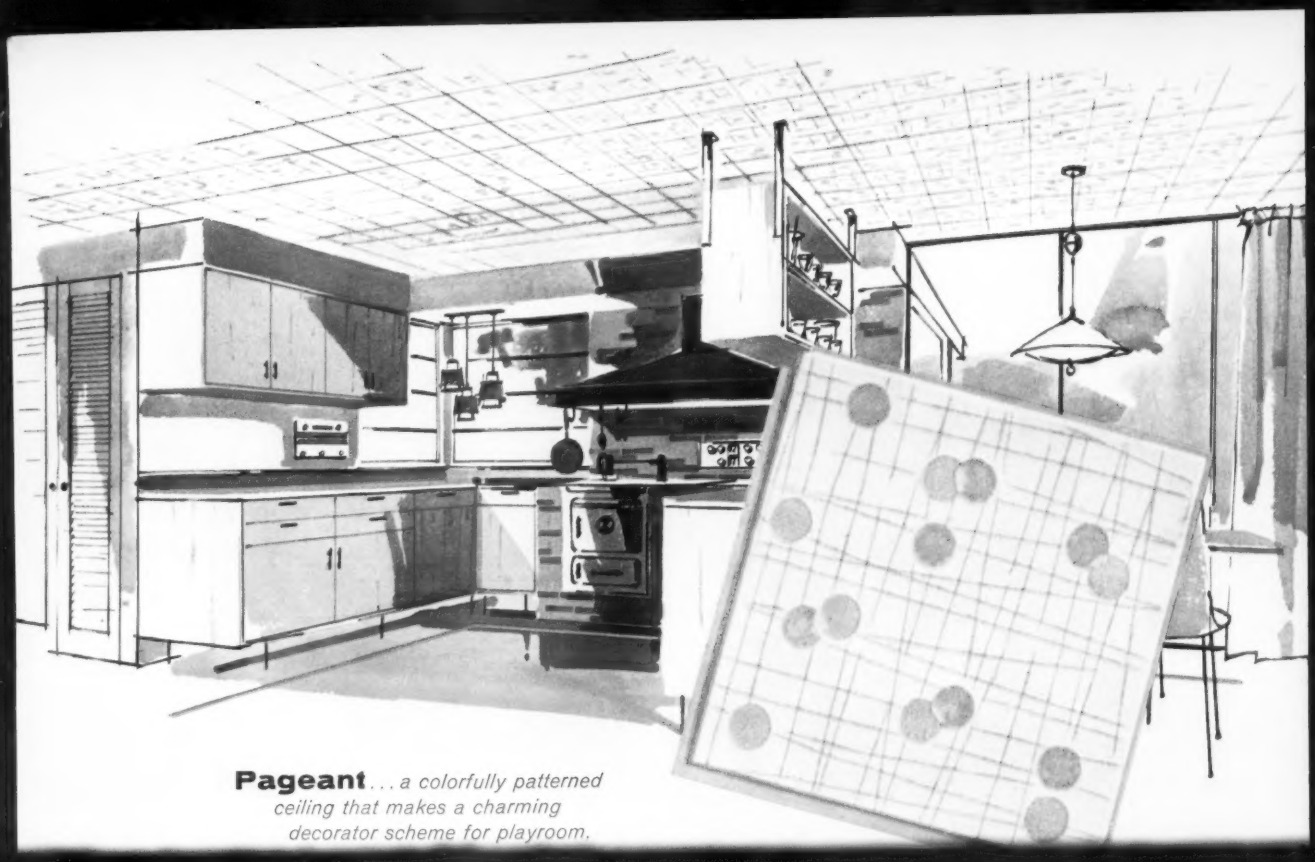


Acoustilite Regular Drilled. A favorite for recreation rooms, dens, finished basements! Clean white, painted finish. Butt edge in 12 x 12; ½ and ¾"

Durolite. A bright, clean tile with a painted surface that is completely scrubbable with soap and water! A favorite for "rumpus rooms." Four



Grecian . . . *features random clusters of vari-size perforations. Has a distinctive fissure-like, 3-dimensional appearance.*
Acoustical.



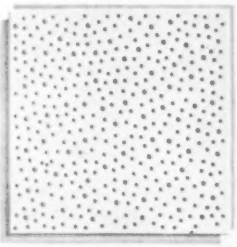
Pageant . . . *a colorfully patterned ceiling that makes a charming decorator scheme for playroom.*

There's an Insulite

Grecian. New! A distinctive, fissure-like tile with unique 3-dimensional appearance. Clusters of vari-size perforations form a rich, modern design. T&G, ½" thickness; 12 x 12 and 12 x 24. ACOUSTICAL.

Qui-lite. New! Features tiny perforations in a non-directional pattern; adds charm to any room. Tiles "blend" together to present a continuous ceiling design. T&G, ½" thickness; 12 x 12 and 12 x 24. ACOUSTICAL.

Fiberlite. This Insulite Ceiling has a rich travertine texture that makes it suitable for any room. White finish. Butt edge in 3 sizes: 12 x 12; 12 x 24; 16 x 16; ½ or ¾" thick. T&G in 12 x 12, ½" thick. ACOUSTICAL.



Acoustilite Casual Random. Hollow-core drilled for clean, crisp, fuzz-free holes. Cheery white painted finish. Butt edge in 12 x 12; ½ and ¾" thick. T&G in 12 x 12 and 12 x 24; ½" thick. ACOUSTICAL.

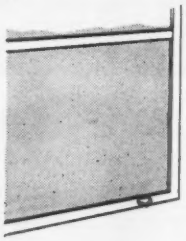
It pays to sell INSULITE *Ceilings*

Division of Minnesota and Ontario Paper Company • Minneapolis 2, Minnesota

ceiling that makes a charming decorator scheme for playroom.

Better Built Screen Doors and Screens by Paul Argoe!

Paul Argoe Screen doors are manufactured of thoroughly kiln dried white fir lumber — of mortise and tenon construction. And there is a complete line of screens for every door!



The convertibility factor in the PASCO combination door makes PASCO in demand in any climate. Two glass inserts and two screens interchangeable with the seasons are your guarantee of versatility and adaptability.

Easy to use and install, mounting hardware is furnished with each screen and all PASCO Screens are equipped with a tamper-proof security latch for fastening screen at the sill.

Quality workmanship in the best materials obtainable has guaranteed satisfaction to our many customers throughout the years. It is our policy to manufacture only the best and provide the same services to all of our customers regardless of whether the order is a small shipment, truck load or freight car full — each order is given individual attention.

WRITE FOR COMPLETE BROCHURES AND PRICES . . .

Paul Argoe SCREENS NORTH, SOUTH CAROLINA

'DIFFICULT PLACE' SAW

Jab Saw — revolutionary tool designed to "get in" difficult places "where no other saw can" — has been introduced by Dreier Brothers, Inc., Dept. SBS, 7301 S. Woodlawn Ave., Chicago 19, Ill.

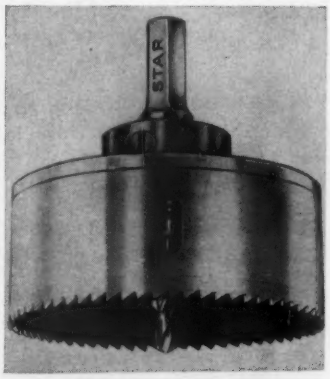
Saw's patented clamping action, reportedly holding blade in any position with viselike grip, is easily operated by turning handle. Tool will reach 6" into a ¾" hole with rigidly supported blade. When blade is extended, it will reach 10" further, the manufacturer claims.

Jab Saw has die-cast metal handle, tempered sleeve, and uses any type hack saw blade.

Write B146 on reply card, page 97.

HIGH SPEED HOLE SAW

"Moly" high speed hole saw — reportedly having cutting edges capable of cutting clean round holes in materials from 9/16" to 6" in diameter — has been introduced by Clemson Bros., Inc., Dept. SBS, Middletown, N. Y.



Tool is designed for use with both portable power tools or machine tools. Outside diameter is slightly larger than diameter of body, allowing saw to follow completely through its own hole, and enabling cutting of two or more walls, partitions, or stacked material.

Write B147 on reply card, page 97.

HIGH SPEED HOLE SAW

Shatterproof "Moly" high speed hole saw has been added to Victor line of metal cutting tools, manufactured by Victor Saw Works, Inc., Dept. SBS, Middletown, New York.

Saw has high speed cutting edges, said to cut clean, accurate holes from 9/16" to 6" in diameter, in metals, plastics and wood up to 1⅛" thick. Reportedly usable on variety of power tools. Welded to tough alloy-steel back, while back is welded to steel body.

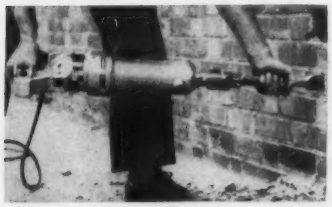
Saw cut's outside diameter slightly larger than body diameter, purportedly allowing saw to follow completely through own hole and enabling cutting of two or more walls, partitions, or stacked material.

Write B148 on reply card, page 97.

ELECTRIC HAMMER

Three new models of electric hammers have been added to portable tool line of Porter-Cable Machine Co., Dept. SBS, 117 Seneca St., Syracuse, N. Y.

Kango hammers are small electrical versions of pneumatic pavement breakers. Self-contained units run on 110 volt current, said to eliminate converters or rectifiers.



All external working parts hardened steel, designed to prevent dirt from entering working mechanisms. Check oil weekly.

Type E hammer has drilling range of 1" to 3", striking 1,300 blows per minute, is 23¼" long and weighs 23 pounds. Type F hammer has drilling range of 3/16" to 1½", strikes 1,600 blows per minute, is 22½" long, and weighs 19 lbs. Type G hammer has range of 3/16" to ¾", strikes 1,800 blows per minute, is 19½" long and weighs 15 lbs.

Write B149 on reply card, page 97.

WIRE UTILITY KNIFE

Wire utility knife, coming twelve to a box, is offered by Clark Wire & Supply Corp., Dept. SBS, P. O. Box 45558, Houston 45, Tex.

Reportedly cuts cardboard, wood, patterns, cartons, wall board and linoleum.

Write B150 on reply card, page 97.

PLYWOOD CUTTING BLADE

Plywood cutting blade — said to eliminate chipping, shattering, or splintering in cutting plywood and other veneer-faced wood — has been introduced by Delta Power Tool Div., Rockwell Mfg. Co., Dept. SBS, 464 N. Lexington Ave., Pittsburgh 8, Pa.

Edged with 200 small teeth, low-cost blade has 7" diameter and ⅝" arbor hole. Made for 8", 9", and 10" saws, blade's small diameter reportedly increases cutting speed.

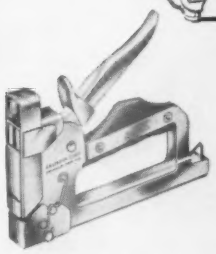
Write B151 on reply card, page 97.

DUO-FAST DEALERS sell more because they have more to sell

More quality, more features, more profit, and close-to-home service. Yes, sir, you do have more to sell when you're a DUO-FAST Dealer.

DUO-FAST Tackers are man-size tools, built to do a man-size job! DUO-FAST Staples team up with DUO-FAST Tackers for customer service.

More than that, DUO-FAST gives you a Free Service Guarantee which insures DUO-FAST Dealers against costly repair charges.



Lumber Dealer Favorite!

The DUO-FAST GUN TACKER

An all purpose tacker. Drives short staples for insulation and building papers; and long staples for ceiling tile. It's a real speed demon, too!

Builders Like This One!

The DUO-FAST HAMMER TACKER

Great for the bigger insulation and building paper jobs. Good for metal lathe, too. You just swing it—the staples feed and drive automatically.

DUO-FAST DEALER AIDS

Sure we have 'em. Counter cards, display boxes, wall signs, envelope stuffers, to help you sell.

DUO-FAST STAPLES Packed the Way You Like 'em!

In handy 1M packs, or in boxes of 5M. Chisel or divergent points. Rosin coated if desired.

If you operate a sash and millwork shop, or if you do prefabrication work, you will want to check into the DUO-FAST Staple Nailer and DUO-FAST Brad Gun.

Write for the name of the DUO-FAST office in your area. They will be happy to give you the complete DUO-FAST story, and demonstrate the DUO-FAST Tackers for you.

FASTENER CORPORATION 3754-70 River Road, Franklin Park, Illinois 01R1

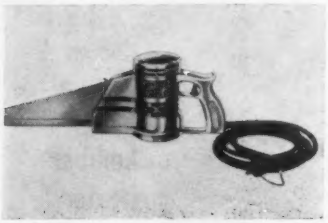
DUO-FAST Staplers Tackers Staples

Everything you need for tacking, stapling and nailing.

POWER HAND SAW

Power hand saws are announced by Wells Mfg. Corp., Dept. SBS, 1230 Service Rd., Three Rivers, Mich.

Cuts on both forward and return strokes to provide 8,000 1⅛" cutting strokes per minute. Entire length of blade is reportedly usable to give 8" maximum cutting capacity. Patented blade design removes sawdust from kerf and built-in blower keeps work line clear. Purportedly stops in less than 1½ seconds after trigger release.



Construction features include anti-friction ball and needle bearings, heat-treated helical gears, specially designed heavy duty AC/DC motor, precision die cast housing, and double pole switch.

Weighs about eight pounds.

Write B152 on reply card, page 97.

JIG SAW CONVERTER

Small steel SpeedTable which converts portable electric jig saw into stationary jig has been introduced by SpeedWay Div., Thor Power Tool Co., Dept. SBS, LaGrange Park, Ill.

Item is grooved and notched 5½" x 7" steel plate which screws onto workbench. Portable jig saw becomes a stationary saw by inverting saw beneath table and inserting its

slipper in a groove beneath plate. Saw is firmly fastened into position by means of locking nut and bolt which anchor saw slipper plate to SpeedTable. Jig saw blade projects upward through notch in table.

Item extends 4" from workbench edge and materials to be cut may be rested on combined bench and SpeedTable surfaces. Jig table may be fastened permanently to bench and saw removed for portable use.

Write B153 on reply card, page 97.

ELECTRIC FLOOR EDGER

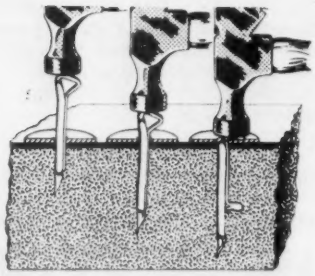
Disc sanding is said to be completely controllable without danger of gouging or marring with new D-6 electric floor edger, available from Porter-Cable Machine Co., Dept. SBS, 137 Exchange St., Syracuse 4, N. Y.

Said to be equally effective on wood, plastics, or composition materials, it can be used for floor edging, boat and deck sanding, paint removal, and concrete surfacing. When used with tungsten carbide discs, tool also is effective in removing rust and scale, and for metal surfacing.

Power unit is a heavy-duty 3.5 amp. Universal motor. Sealed precision ball bearings and helical gear drive are built for long service. Edger is available in kit form with variety of tungsten and carbide discs, assorted abrasive discs, sponge rubber and flexible back-up pads, auxiliary handles, necessary wrenches, and operating manual.

Write B154 on reply card, page 97.

SELF-LOCKING NAILS



Improvements in No. 14 ES/nail — special self-locking fastener for securing roofing felts to low density roof materials — have been made by ES/Products, Inc., Dept. SBS, 642 Fayette Ave., Mamaroneck, N. Y.

ES/nail strength reportedly has been increased for better performance in precast or poured low density roof decks through re-design of locking leg. Pre-punched ES/nail roofing cap is said cup-resistant, assuring proper operation and speedy roofing application.

Write B155 on reply card, page 97.

CARBIDE-TIPPED CUTTER

Carbide-tipped dado cutter set for precision dadoing and longer life cutting is distributed by Deluxe Service Tool Corp., Dept. SBS, 1108 Grand Ave., North Bergen, N. J.

sales offices throughout the world

Dant & Russell, inc.

GENERAL OFFICE: PORTLAND 1, OREGON

TO THE MARKETS OF THE WORLD D&R

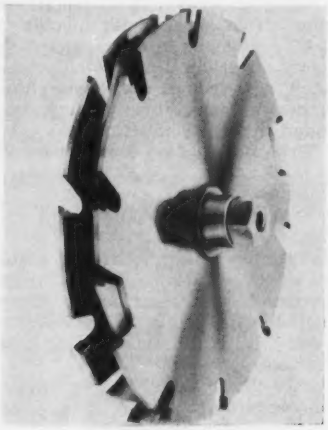
Merchandisers of all Pacific Coast Forest Products

Domestic and imported lumber and plywoods

Kaiser – Fir Tex Insulating Board Products

DOMESTIC, EXPORT & IMPORT • RAIL & WATER

True jointed set designed for square groove cutting of woods, plastics, and composition materials, it makes ¼" groove with fillers removed. Additional fillers reportedly can be made to match any width



groove desired. All grooves precision controlled, crosscut or with grain.

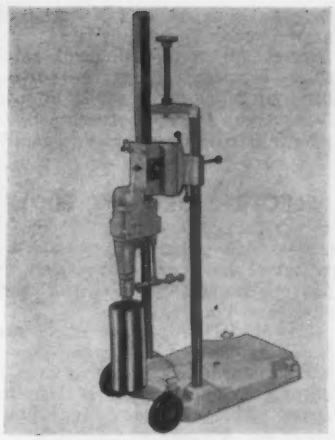
Manufactured in all standard widths. Special sizes made to order.

Write B156 on reply card, page 97.

MASONRY DRILLING RIGS

Five diamond masonry drilling rigs, part of Core-Bore drilling system, are available from Diamond Products, Inc., Dept. SBS, 333 Prospect St., Elyria, Ohio.

Called Drillmaster rigs, five have combined features of previous rigs with new innovations. They purportedly are more powerful, yet lighter in weight. Special features



include dual posts, rack and pinion, swivel head, drill close to corners, disassembly for storage and transporting, ceiling pressure pad, and two-way bubble levels.

Available in light, medium, heavy, and extra-heavy design.

Write B157 on reply card, page 97.

CAULKING GUNS

Caulking guns for professional and home use, featuring rolled thread barrels and threaded speeds caps for closing, are introduced by Vital Products Mfg. Co., Dept. SBS, 7500 Quincy Ave., Cleveland 4, Ohio.

Double suction cups said to speed bulk filling, drawing on solid caulk. Gun-bores, caps, and nozzles reportedly clean-up quickly. Balanced guns said to eliminate dead weight, see-sawing. Obtainable not only for bulk loading, but also in models converting to accommodate cartridges any length — plain or spouted.

Every gun made to be used with interchangeable nozzles available in assortment of sizes and shapes.

Write B158 on reply card, page 97.

NAIL HOOK LINE

Nail hooks are offered by Chas. O. Larson Co., Dept. SBS, P. O. Box 358, Sterling, Ill.

Adapted from line of perforated board hooks, product features diamond nail point to facilitate fastening nail hooks to wall or cleats. Bright zinc finish protects against rust and stains.

Two models — angle and curved — offered to meet needs for hanging tools or for displaying merchandise, eliminating need for costly perforated wallboard. Nail hooks available in packages of six angle or curved.

Write B159 on reply card, page 97.

D&R

shipped over 65,000,000 feet of lumber and allied products last year.

TO THE MARKETS D&R OF THE WORLD

SOUTHERN SALES REPRESENTATIVES

Dant & Russell, Inc.
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Bolen-Brunson-Bell Lumber Company
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J. E. Elrod Lumber Company
Charlotte, N. C.

Downing Lumber Company
Anniston and Birmingham, Alabama

Southern Lumber Sales
Pine Bluff, Arkansas

Cecil M. Brooks
Dallas, Texas

Wm. C. Whitridge
P. O. Box 6202, Houston 6, Texas

WOODWORKING TOOL

New approach to making squares and cutting right angles is now available from Squangle Corp., Dept. SBS, Lynnwood, Wash.

Woodworking tool, called "Squangle," reportedly saves time and assures accurate marking of degree or pitch in cutting rafters, window setting, and door sill degree settings.

Squangle is metal T- or L-shaped carpenter's square. Unit is compact with 12" blade and 8⅛" arms. Squangle has two built-in level bubbles, said to make it two squares and two levels in one tool.

Write B160 on reply card, page 97.

JOB-TESTED JIG SAW

Pet job-tested model 2150 jig saw is offered by Portable Electric Tools, Inc., Dept. SBS, 320 West 83rd St., Chicago 20, Ill.

Jig saw reportedly cuts up to 2" lumber, as well as light gauge metals and plastics; up to 17" perfect circles; and up to 45 degree bevels right or left. Other features claimed include built-in light, sawdust blower, ten foot 3-wire rubber conductor cord and adapter, auxiliary handle, and 8" rip and circle cutting guide. Blade design said to permit saw to make own starting hole on inside or plunge cuts with ⅝" stroke.

Series 2.9 amp. industrial rated motor reportedly provides cutting speed of 3,200 strokes per minute. Unit weighs 4 lbs. Mirror finish.

Write B161 on reply card, page 97.

ELECTRIC DRIVING TOOL

A ½" drive heavy-duty electric Impactool has been announced by Ingersoll-Rand, Dept. SBS, 11 Broadway, New York 4, N. Y.

Size 5U-HD Impactool is claimed to deliver 25 per cent more power than standard duty ½" drive tools. A compact T-type anvil is said to increase efficiency and deliver more power per blow.

Heavy-duty tool is 10¼" in length and weighs 6 lb. 4 oz., less cable. Side to center distance is 1-7/16". Tool delivers 1900 impacts per minute, and runs at a free speed of approximately 1900 rpm. It is available for 110V or 220V operation AC-DC (25-40-50-60 cycle).

Write B162 on reply card, page 97.

CIRCULAR SAW SHIELD

Visual safety tool — designed to prevent circular saw accidents — is offered by Brett-Guard Corp., Dept. SBS, Englewood, N. J.

Safety device comes with aircraft-type shatter - resistant plexiglass shield covering saw. Said to allow full vision and complete accuracy in every type of circular saw operation. Shield protects operator from flying chips.

Safety guard available for all circular table saws with blades of 6"-16" diameter. With guard in place, operator purportedly can safely saw in dangerous operations, such as mitering, cross-cutting, compound mitering, and ripping.

Write B163 on reply card, page 97.

MIXER ATTACHMENT

Inexpensive, but reportedly highly efficient line of mixer attachments for paints, putty, and mortar is now available from Jiffy Mixer Co., Inc., Dept. SBS, 515 Market Bldg., San Francisco 5, Calif.

Jiffy Mixer Model H, said to combine several mixing actions in one unit, does not require mounting or clamping-on, and can be operated by almost any existing chucked power tool. Reportedly assures thirty-second blending of most waterlike paints and varnishes.

Model "P" heavy-duty Jiffy Mixer (shown) constructed of heavy copper - nickel - plated 18 gauge carbon-steel plate welded to ½" steel shaft. Extension shaft for use

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REGULAR
30 to 60 Foot Widths
6 to 20 Foot Eave Heights

UMBRELLA
40 Foot Width
16 Foot Height

LOW PITCH
50 to 60 Foot Widths

MORE STRENGTH • LESS STEEL AT LESS COST

Expert Engineering Makes The Difference

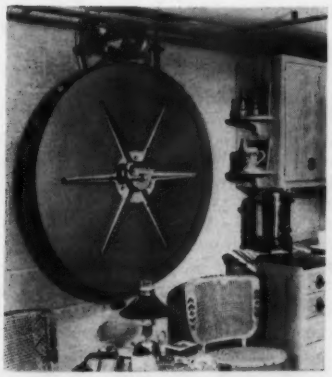
PRUDEN

of mixer with 50 gallon drums available. Light duty Model "H" for homecraftsmen similarly constructed, mounted on ¼" shaft.

Write B164 on reply card, page 97.

DOMESTIC FIRE HOSE

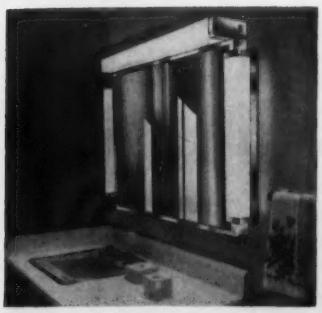
Hide-a-Hose — reported to eliminate need for outdoor faucet — is introduced by Flinchbaugh Murray Corp., Dept. SBS, 66 N. Murray Place, York, Pa.



Hose, giving immediate fire protection inside home, is stored on basement reel, quickly available for outside service and emergency fire-fighting. Aluminum compartment 16" x 8" set into house wall. Hose purportedly can never freeze; 150', it reaches anywhere inside house. Special nozzle produces either fog or stream.

Write B165 on reply card, page 97.

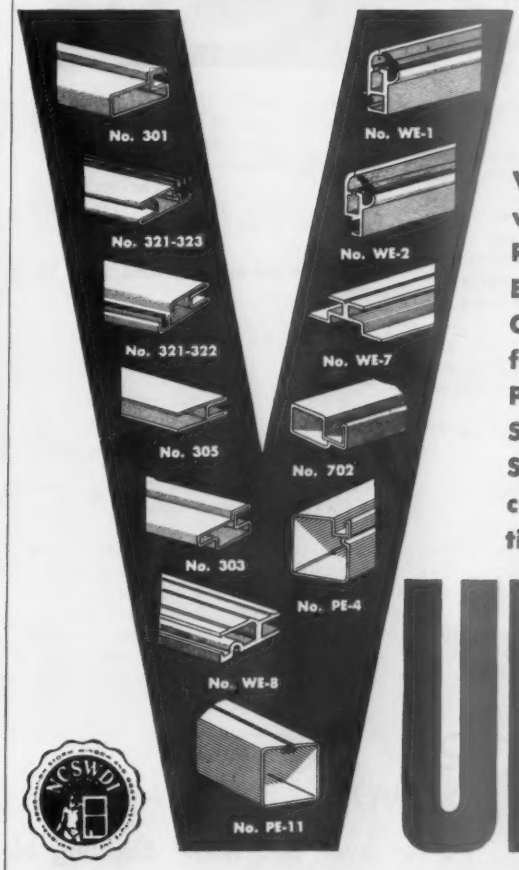
MEDICINE CABINET



Showpiece slide-door medicine cabinet, featured in Medallion Home of Miami Home Show, is offered by F. H. Lawson Co., Dept. SBS, 801 Evans St., Cincinnati 4, Ohio.

Said to afford perfect blending of style, design and function. In addition to 39" x 27" plate glass mirror area, it has approximately 4,000 cubic inches of storage space. Fluorescent side lights attached; overhead fluorescent light independently mounted. Construction features include one-piece drawn seamless

IT'S THE SHAPE OF THINGS THAT COUNT



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Glass Frame
3/8" x 15/16"

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Jalousie Glass Frame
3/8" x 15/16"

No. 305
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for 301, 303 and 321

No. 303
Jalousie Glass Frame
3/8" x 15/16"

No. WE-8
Glass Frame for
Picture Window
1/2" x 1-1/8"

No. WE-1
Drop-In Glaze
Glass Frame
15/32" x 15/16"

No. WE-2
Drop-In Glaze
Jalousie Glass Frame
15/32" x 15/16"

No. WE-7
Mullion 3/8" x 1"
for WE-1 and WE-2

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ADDRESS _____
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steel twin bodies, bonderized after forming; and mirror frames of polished stainless steel.

Write B166 on reply card, page 97.

ALUMINUM PARTITIONS

Aluminum sheet partitions for dressing, shower, and rest room compartments are announced by General Welding and Fabricating Co., Dept. SBS, Erie, Pa.

Line utilizes sandwich panel for walls and doors, finished with gold-anodized aluminum sheet. Core is high-strength paper honeycomb. All brackets, hinges, fittings, and other trim items finished in natural aluminum. Gold sheet for doors, walls and pilasters feature small rectangular pattern for added luster.

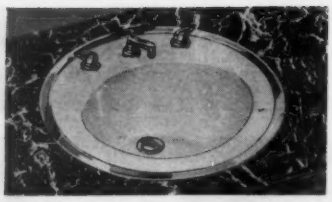
Sheet measures 0.038" thick and is heliarc welded for extra strength. Extruded aluminum molding used around panel edges.

Write B167 on reply card, page 97.

CHINA LAVATORY

Crown vitreous china lavatory — with 8-575 Embassy Dial-ese S trim — is now available from Crane Co., Dept. SBS, 836 S. Michigan Ave., Chicago 5, Ill.

Crown was introduced in 1958 with Singl-ese single lever supply only. Supply fitting punching is on



lavatory itself. Crown reportedly can be installed in marble, laminated plastic or tile counter top, without punching counter for trim.

Available in white or seven Crane colors, 18" in diameter. Has front overflow, with splash lip around front edge.

Write B168 on reply card, page 97.

TOILET DEODORIZER

Activated charcoal appliance for odor control — Nautilus electric toilet deodorizer — is announced by Major Industries, Inc., Dept. SBS, 505 N. LaSalle St., Chicago 10, Ill.

Deodorizer attaches to bowl and is operated during toilet use. Activated charcoal, to absorb odor, is reportedly air purifier in unit. Odors absorbed by charcoal and pure air released to room atmosphere.

Attached to back of bowl unit by same bolts and nuts affixing toilet seat to bowl. Equipped with 7' cord plugged into electrical outlet. "On-

and-off" switch permits unit to be used when needed.

Write B169 on reply card, page 97.

STAINLESS SINK

Kay/Cee double duty stainless sink inserts are available from Ductless Hood Co., Inc., Dept. SBS, 601 Plandome Rd., Manhasset, N. Y.

Cut opening in counter, nailing four side strips to edges of opening. Press down insert until it clicks. Secret reportedly is unitary construction of counter rim, sink, and recessed drainboard. No separate rim said used with drainboard dropped ¾" below counter. Once seated, sink claimed leakproof.

Inserts available with right, left, or centered bowls in six sizes from 21" x 32" to 21" x 72"; with choice of inside bowls of 16" x 14" or 16" x

20", either 18- or 20-gauge nickel-bearing stainless.

Write B170 on reply card, page 97.

SHOWER-TUB ENCLOSURE

Complete line of quality low priced shower enclosures is announced by Shower Door Co. of America, Dept. SBS, 1 Permalume Place, N. W., Atlanta 18, Ga.

Claimed to be only line with towel bars designed to hold towels. Cameo series has alumilited finish in either silvery or FrostiGold color. Glazed with heavy 7/32" rolled glass,

it has two Covington towel bars on each rollaway enclosure. Rollaway tub enclosure, 60" high, fits any standard 5' recessed bathtub.

Shower door, 24" x 66", is reversible. Has ⅜" adjustment for out-of-plumb walls. Two double rollaway stall enclosure models fit openings up to 42" and up to 48".

Write B171 on reply card, page 97.

BATHROOM ACCESSORY SET

A highly vitrified, porcelain ceramic tile bathroom accessory set is introduced by the Amsterdam Corp., Dept. SBS, 285 Madison Avenue, New York 17, N. Y.

Designed to blend with Vico mosaic and floor tile lines, this Collectors group is available in 14 decorator colors.

Set includes a fully flanged soap dish with soap-saver slots, tooth brush and tumbler holder, toilet paper roll holder with spring bar, bath tub soap holder with soap-saver slots and contour hand grip, and two 24" flanged towel bars with seamless vinyl covered bars.

Write B172 on reply card, page 97.

SHOWER-TUB VALVE UNIT

Valve unit for shower, tub, and shower-tub installations — called "Dialcet" — is now available from Moen Faucet Division, Standard Screw Co., Dept. SBS, 2701 Washington Blvd., Bellwood, Ill.

Chromium escutcheon contains one control knob to give hot, cold or in-between mixture. Same knob turns in or out to start, stop, or adjust rate of flow. All working parts reportedly are in sealed, self-lubricated, replaceable cartridge. Manufacturer guarantees cartridge for one year, furnishing replacements after period.

Valve body, into which cartridge fits, is shell-molded brass casting. Built permanently into wall, casting has no wearing parts, said never to need replacement.

Write B173 on reply card, page 97.

BATHROOM FIXTURES

Fiesta ware, vitreous china glaze finish, has been developed by Eljer Div., Murray Corp. of America, Dept. SBS, 3 Gateway Center, Pittsburgh 22, Pa.

$2000.00 WORTH OF SWIMMING POOL EQUIPMENT YOU DON'T PAY FOR UNTIL YOU SELL IT . . .

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- $2000.00 inventory to start you in the pool business on Paddock's "pay as you sell and return what you can't sell" deferred payment plan.
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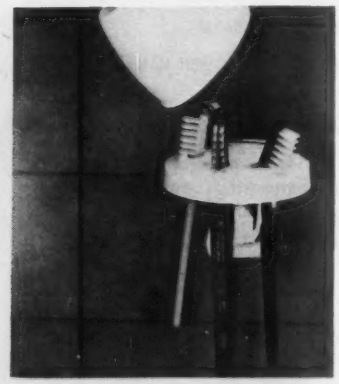
Fiesta is dappled chateau gray on white. Newly-designed Ellis wash-down toilet, Emblem siphon-jet toilet, Blair, Cynthia, and Alicia lavatories furnished with Fiesta finish.

Write B174 on reply card, page 97.

TOOTHBRUSH HOLDER

Toothbrush and tumbler holder is offered by Yale & Towne Mfg. Co., Dept. SBS, Chrysler Bldg., New York 17, N. Y.

Tumbler is high-impact polystyrene, colored clear through to eliminate cracking and peeling characteristic of surface coated plastic. Available in variety of colors to blend with bathroom tile, paint, and wallpaper. Permanent soft luster of metal parts said achieved by application of three successive layers



of copper, nickel, and chromium, followed by special buffing and polishing techniques.

Write B175 on reply card, page 97.

SUBMERSIBLE PUMP

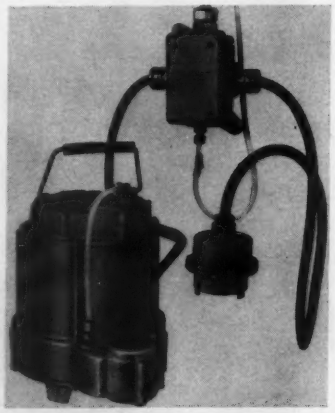
Corrosion-resistant parts and new hex shaft design are incorporated in submersible pump introduced by Goulds Pumps, Inc., Dept. SBS, 50 Black Brook Road, Seneca Falls, N. Y. Other features of Silent Flow pump are Byrite plastic impellers, guide vanes, cover plates, and stainless steel bowls. Plastic parts reportedly will not swell or bind during operation.

Stainless steel hex shafts provide drive eliminating need for individual impeller keys. All surfaces are non-adhering, and impellers are extra-wide, preventing build-up of mineral and algae deposits.

Pump design is claimed to allow disassembly and service in field, eliminating necessity for sending pumps to factory for repair. Silent Flow is available for 4" and larger wells in 1/3-, ½-, and ¾-hp for well depths to 280' and capacities up to 870 gph.

Write B176 on reply card, page 97.

COMPLETE PUMP PACKAGE



Complete pump package with variable high-turn-on control to eliminate frequent pump cycling and to make possible fluid removal is introduced by Kenco Pump Div., American Crucible Products Co., Dept. SBS, Lorain, Ohio.

Designed to operate in humid atmospheres or where flooding of power source is apt to occur. Includes submersible pump, watertight junction box, gasketed cover, watertight power cord, and 100 feet of polyethylene tubing. Pump package available with either Kenco Model 119 submersible pump or Model 130.

Write B177 on reply card, page 97.

PHOSPHATE FEEDER UNIT

Phosphate feeder unit — to control water borne mineral impurities causing red water, lime scale, and corrosion — is announced by Clayton Mark & Co., Dept. SBS, 1900 Dempster St., Evanston, Ill.

Simple and speedy refilling with poly-phosphate crystals is said possible with unit's large diameter top opening. Pour crystals directly into feeder instead of funnel.

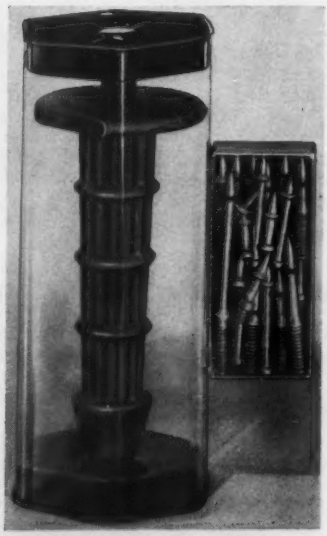
Easy-turn of lever-type handle shuts off water line pressure into feeder, permitting water to bypass. Valve purportedly replaces two valves required by earlier feeders. Equipped with brass strainer, and petcock for draining of water during recharging.

Write B178 on reply card, page 97.

MASONRY PIN ASSORTMENT

Ham-R-Tool kit, consisting of assortment of pins and one Fastway Jr. tool, is marketed by Fastway Fasteners, Inc., Dept. SBS, 1676 E. 28th St., Lorain, Ohio.

With lightweight tool for driving pins into concrete, mortar, brick, or steel, anchoring reportedly is done in one operation — no drilling required. Tool has only two parts — handle grip and driver. Eleven sizes of pins, plain and threaded, manu-



factured. Pins purportedly heat-treated, plated and super sharp for penetration ease.

Fastway Jr. said to drive pins and ¼-20, 10/24 and 8/32 studs without changing barrels.

Write B179 on reply card, page 97.

PRESTRESSED CONCRETE

Radial prestressing of concrete is method developed by Radistress Co., Dept. SBS, 1924 Temple Dr., Tallahassee, Fla.

In radial prestressing, elongated encircling steel bands bind casting under great compressive forces in all directions. All around prestressing reportedly makes possible large, thin wall panels of light weight and high strength.

Sixteen-page folder available on request.

Write B180 on reply card, page 97.

FLANGE CONTROL JOINT

Wide flange control joint for concrete block wall construction usage is manufactured by Dur-O-Wal Div., Cedar Rapids Block Co., Dept. SBS, Cedar Rapids, Iowa.

Made of rubber, with flaring neoprene flanges, rapid control joint expands and contracts with joint, keeping it sealed tightly.

Caulking problem simplified and in standard concrete block wall construction, said often to be unnecessary. Control joint reportedly resists cracking, oil or solvents, and weather.

Available in cartons of 12, 32" pieces.

Write B181 on reply card, page 97.

LOW-COST MASONRY NAIL

Masonry nail, reportedly providing fast, easy, low-cost way of fastening sills to concrete slab, is offered by Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

Said to drive readily with jack sledge, it is made of high-carbon steel, heat-treated and tempered to drive into concrete and other hard materials. Knurling purportedly aids driving, substantially increasing holding power. Nails can be driven flush with top of mud sill, avoiding need for notching studs and assuring tight fastening. The 9/16" head claimed to make washers unnecessary.

Write B182 on reply card, page 97.

CONCRETE FINISH-PATCH

Product for concrete finishing and patching, named Larsen-Mix, has been developed by Larsen Products Corp., Dept. SBS, Drawer 5938, Bethesda 14, Md.

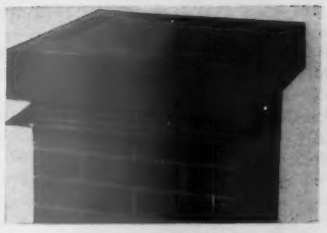
Larsen - Mix is one - component, dry-mix cement compound. Simply add water, mix, and trowel onto surface. Has purported tensile strength of 1100 P.S.I.; compressive strength of 4600 P.S.I., and bond strength of 490 P.S.I. Reportedly bonds also to steel, ceramic, tile, glass, and cinder block.

Available in 10 lb. cans, 40 lb. pails and 600 lb. drums.

Write B183 on reply card, page 97.

PACKAGED CHIMNEY

Air-Jet all fuel packaged chimneys — equipped with extended smoke



deflector — is announced by General Products Co., Inc., Dept. SBS, Fredericksburg, Va.

Smoke deflector said to minimize sooting. All Air-Jet chimneys have special top design to guard against

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Make a profitable addition to your present business with a small investment and low inventory.

You can fabricate aluminum window screens and screen doors in your own shop.

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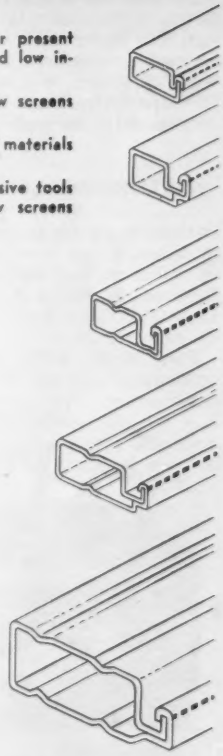
You need not carry large stocks of finished units.

You please your customers by making exact size desired.

You give prompt service.



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Company_____

Address_____

City_____ State_____

Our trained representative will help you set up an efficient operation.

rain, snow, downdrafts, and nesting birds.

All models available in eight decorative top housings. Some models come in buff as well as red. Air-Jet packaged chimneys reportedly UL-tested; FHA and VA accepted.

Write B184 on reply card, page 97.

ADJUSTABLE CHIMNEY CAP

Adjustable chimney cap in four models to fit pipe diameters from 3" through 8½" is announced by Leslie Welding Co., Inc., Dept. SBS, 2943 W. Carroll Ave., Chicago 12, Ill.

Design said to insure top performance on double wall metal vents, standard chimneys and any roof terminated vent pipe. Contains adjustable wide-range collar. All-weather design reportedly protects vent system from entry of snow, rain, debris, and birds. Uses all types of fuel — gas, oil, coal and wood.

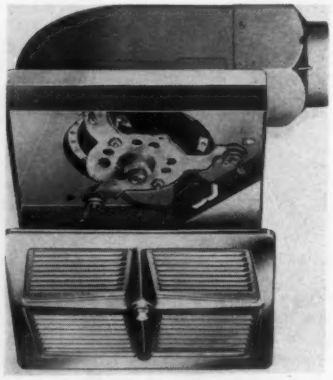
Purportedly offers improved performance from circular louvered design. No down draft. Positive draft claimed by venturi action under any wind direction or speed. Available in corrosion-resistant aluminum.

Write B185 on reply card, page 97.

BATHROOM CEILING FAN

Bathroom fan for ceiling or sidewall installation has been added to line of bathroom fans and heaters manufactured by Berns Air King Corp., Dept. SBS, 3050 North Rockwell St., Chicago 18, Ill.

Fan, Model BF2C, is reportedly economical unit for remodelling and construction. Fits between standard 2 x 4 wall studs, takes 3" round duct, and comes complete with hanger bars for easy installation.



Other features include back draft damper and triple chrome plated grill. Housing dimensions are 8" wide x 10½" long x 4" deep. Unit said to develop 100 CFM at discharge.

Write B186 on reply card, page 97.

HEX WIRE NETTING

Triple pack hex netting, to eliminate unrolling and measuring of wire, is announced by Gilbert & Bennett Mfg. Co., Dept. SBS, West 128 and South Kedzie, Blue Island, Ill.

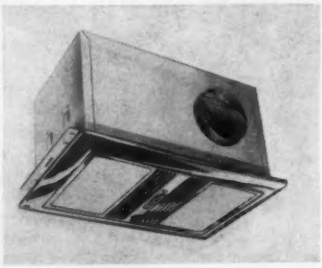
Pre-packaged unit is reportedly made - to - order for effective floor and/or window display. Contains two rolls — one 25' and one 50' — easily snipped apart.

Write B187 on reply card, page 97.

BLOWER-LIGHT FIXTURE

Blower - Lite combination, Model 218, double duty ceiling fixture is now available from Emerson Electric Mfg. Co., Dept. SBS, 8100 Florissant Ave., St. Louis 36, Mo.

Said to allow fast, easy, low cost installation with adjustable mounting brackets designed to fit standard ceiling joists. Exhaust blower re-



portedly gives efficient ventilation, with 120-watts of recessed illumination through diffusing albalite lenses.

Electrical service may be supplied from any lighting circuit to built-in splice box pre-wired for separate switching of fan and light. Automatic damper to prevent backdrafts. Chrome grille.

Write B188 on reply card, page 97.

METAL EXTERIOR SHUTTER

All-metal adjustable shutter for exterior decorative use — "Adjust-A-Shutter" — said not to rot, warp, crack, sag, or blister, is manufactured by Addison Products Co., Construction Products Div., Dept. SBS, Addison, Mich.

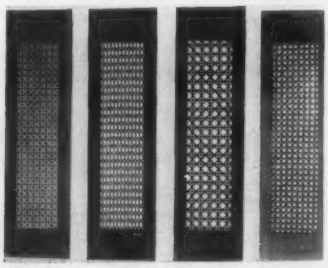
Made from steel with five-stage bonderizing process, shutter purportedly can be painted any color. Item is given an epon prime coat which manufacturer claims will inhibit rust and corrosion normally associated with steel for exterior use. Also available in zinc-chromated aluminum.

Write B189 on reply card, page 97.

FRETWORK SHUTTERS

Decorative and practical fretwork panels for use anywhere — Frets 'n' Frames — are introduced by Sam A. Wing Co., Dept. SBS, 5035 Willis Ave., Dallas 6, Texas. Items are especially adapted to windows, doors, screens, cabinet doors, and pass-throughs.

Wing Craft Frets 'n' Frames come in 15 fretwork patterns, all frames of which are of select kiln-dried white fir, ready for painting or staining. For those wishing to create their own panels of personally selected fabrics, frames with Presto-Pins are available. Company manu-



factures to customer specification, and estimates free on receipt of drawing.

Write B190 on reply card, page 97.

COPPER FLASHING ROLLS

Copper armored Sisalkraft, in three-oz. weight, is offered by American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

Produced with over-all imprinting to indicate weight per square foot of electro deposit copper. Addition reportedly has been made for three important reasons: to comply with various government specifications, to assist contractor-applicator in making easy identification of opened rolls, and to allow engineer to quickly check specified weight.

Continuous printing is spaced crosswise and lengthwise, covering material's paper side. Weight designation reported clearly visible on rolls of any width.

Write B191 on reply card, page 97.

ORNAMENTAL IRON COLUMN

Idea in ornamental iron is E-Z Pak introduced by Gilpin Ornamental Iron, Dept. SBS, Decatur, Indiana.

Pak designed for do-it-yourself installation, said usable in many applications. Reportedly eliminates bulk of standard columns, making it easy to carry in compact carton.

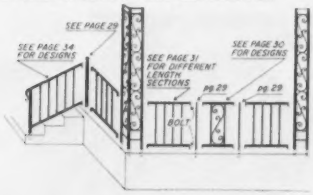
Contains standard 8' column in two 4' sections. Clamping device for joining two sections completely hidden. Clamps inserted inside tubing and joint is secured tightly with four screws. Unique locking action of clamps reportedly provides great strength and rigidity while concealing clamps.

Write B192 on reply card, page 97.

WROUGHT IRON RAILINGS

Described as boon to builders and home-owners without time or budget for custom-designed wrought iron are multiple decorative stock railings and designs announced by Davis Iron Works, Dept. SBS, P. O. Box 7335, Waco, Texas.

VARIOUS WAYS RAILINGS AND DESIGNS MAY BE USED BY BOLTING SECTIONS TOGETHER



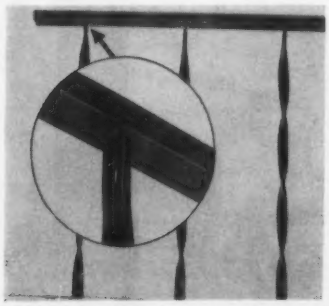
Items include 17 stock railing lengths, from 6" to 7'2"; 16 stock entrance rails, from 2'8" to 4'2" in decorated and undecorated designs; six lengths of stock step rails; four newel posts; 14 railing decorations; and nine clamp-on designs. Assortment may be combined to create unique design for any type porch.

Catalog showing complete selection, with description, available on request.

Write B193 on reply card, page 97.

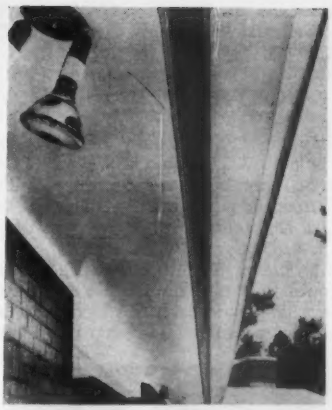
WROUGHT IRON RAILING

Electronic fusion of railing spindles to face of top and bottom wrought iron rails has been introduced into design and construction of railing lines by Versa Products Co., Dept. SBS, Lodi, Ohio.



Firm's radical improvement in construction method is claimed to result in cleaner, smoother, and smarter-looking wrought iron rail. Previously, bottom railing section required pre-punching to allow railing spindle to be welded on bottom side. New electronic welder eliminates need for pre-punched holes, thus lending additional strength to entire rail section and also eliminating all unsightly weld splatter and slag.

Write B194 on reply card, page 97.



ALUMINUM UNDEREAVE VENT

A continuous undereave vent of .025" Colorweld baked enameled aluminum has been announced by Reynolds Aluminum Supply Co., Dept. SBS, 573 W. Peachtree Street, N. E., Atlanta, Ga.

Formed in 8' and 12' lengths, vent fits an opening 2½" wide. It comes perforated, primed, and ready for painting.

Vent reportedly is simpler and less costly to install than conventional screen wire. It is FHA-approved, said to fulfill all building code requirements.

Write B195 on reply card, page 97.

ALUMINUM CORNERS

Rustproof aluminum building corners to prevent rust stains are introduced by Nichols Wire & Aluminum Co., Dept. SBS, Davenport, Iowa.

Straight-line design gives mitered corner appearance, with special flange angle said to assure tight fit. Available for all siding widths including Masonite. Packed in packages of 100 for maximum convenience and protection.

Write B196 on reply card, page 97.

ALUMINUM FLASHING

Aluminum flashing and roll valley is manufactured by Nichols Wire & Aluminum Co., Dept. SBS, Davenport, Iowa.

Heavy .019" gauge specially tempered aluminum flashing and roll

INSULATING SHEATHING

SUPER RESISTANT MAFTEX®

STRONG
EFFICIENT
ECONOMICAL
ASPHALT-WATERPROOFED

★ Conforms to FHA and VA standards
★ 1/2" and 25/32" thicknesses
★ Standard panel sizes
★ Roof insulation also available - All thicknesses

MAFTEX INSULATION BOARD SALES CO., INC.
Standard Oil Building, Baltimore 2, Maryland

Specializing in Roof Insulation, Sheathing and Shingle Backer

valley offered in widths from 3" to 28" in 50 ft. continuous coils. Complies with F.H.A. requirements; said rustproof.

Write B197 on reply card, page 97.

METAL CROSS BRIDGING

Compression cross bridging to eliminate need for nails is introduced by Timber Engineering Co., Dept. SBS, 1319 18th St., N.W., Washington 6, D. C.

Called "TECO Fas-Lok," bridging reportedly saves up to 80 per cent in labor costs. Specially designed projections said to permit easy and quick installation with few taps of hammer. "Lazy nail" projection grips joist wood fibers so no nails are required.

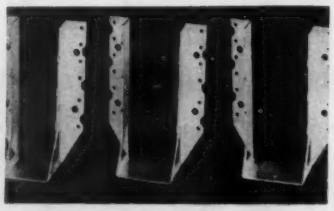
Purportedly made of sturdy 18-gauge corrosion-resistant galvanized steel, 1⅛" wide.

Write B198 on reply card, page 97.

JOIST-BEAM HANGERS

Grip joist and beam hangers for 3 x 6 to 3 x 14 and 4 x 6 to 4 x14 wood members are announced by Timber Engineering Co., Dept. SBS, 1319 Eighteenth St., N. W., Washington 6, D. C.

Included in line are hangers for double 2 x 6 to double 2 x 14 members, also said to fit dressed sizes of four-inch glued laminated members.



Available in either 16 or 14 gauge galvanized sheet steel, Teco-U-Grips manufactured in two basic sizes: type A for 6", 8" and 10" depth members and type B for 10", 12" and 14" depth members.

Claimed to eliminate costly notching, ledger stripping and shimming or special fitting.

Write B199 on reply card, page 97.

TRUSS HARDWARE

Truss hardware, made of 20 gauge galvanized metal and applied with special 6 d nail, is offered by United Trussed Roof Co., Dept. SBS, 7000 Coral Way, Miami 55, Fla.

Other features stressed by company include: free engineering; employee training for truss production; F. H. A. and Southern Building

Code Congress acceptance; and no expensive machinery.

Write B200 on reply card, page 97.

RAIN-CARRYING ELBOW

L-M Permaline Spout-L, designed to direct rainwater away from building foundation, is being manufactured by Line Material Industries, McGraw-Edison Co., Dept. SBS, Milwaukee 1, Wis.

One-hundred-degree elbow, avail-

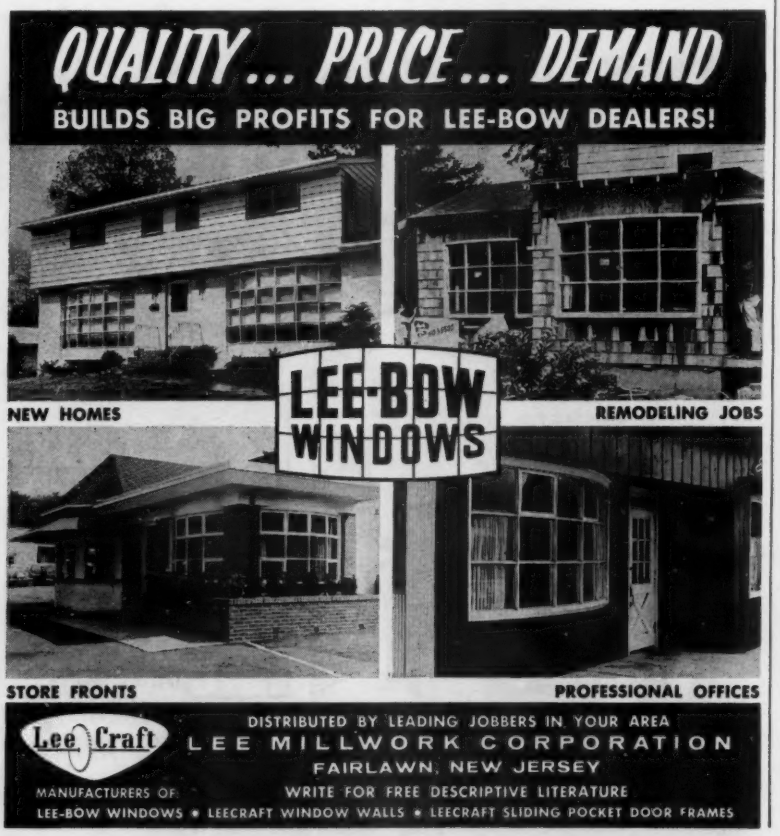
able in 3" diameter, facilitates connection of down spouts to run-off lines. It is furnished with coupling on one end, and have standard two-degree taper on opposite end.

Write B201 on reply card, page 97.

METAL-BACKED TAPE

Revolutionary new tape, Gold Bond Metal-Backed Tape, has been developed by National Gypsum Co., Dept. SBS, Buffalo 2, N. Y.

Non-perforated, metal reinforced



tape said to hold ridging and beading problems to minimum, and to make firm, flat joint, covering up open seams, and damaged edges of wallboard.

Available in 100′ rolls.

Write B202 on reply card, page 97.

COPPER RIVETS

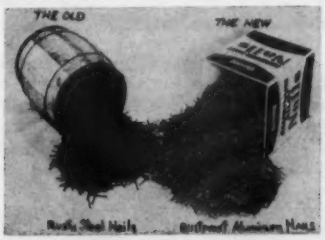
Copper rivets are manufactured by "Pop" Rivet Div., United Shoe Machinery Corp., Dept. SBS, Boston, Mass.

Rivets made with steel mandrel plated with copper. "Pop" rivets also made in aluminum, steel and monel. Come in one size only — ⅛" in diameter with grip range of from 0.020 to 0.125. Said usable with standard "Pop" rivet pliers.

Write B203 on reply card, page 97.

ALUMINUM NAILS

Over 100 different types and sizes of aluminum nails are available from Nichols Wire & Aluminum Co., Dept. SBS, Davenport, Iowa.



Reportedly made of high strength aluminum alloy, nails usable where rust is objectionable. Said to comply with FHA requirements and made to Federal Specification FF-N-105.

Write B204 on reply card, page 97.

STEEL FLOORING NAILS

Screw-Tite flooring nails, to keep floors permanently tight, are available from Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

Floors purportedly never squeak, buckle or become springy. Spiral threads turn nail as it is driven, eliminating splitting. Made of high-carbon steel, heat-treated and tempered, nails said to drive fast — without bending — by hand or machine.

Write B205 on reply card, page 97.

ALUMINUM BOX GUTTER

Four-inch aluminum box gutter and downspout system, reportedly simple to install with long-term freedom from maintenance, is available from Aluminum Co. of America, Dept. SBS, 1501 Alcoa Bldg., Pittsburgh 19, Pa.

It comes in two finishes — stucco embossed and standard mill finish, adaptable for original and replacement installations. Unsightly straps, slip joint connectors, and inflexible prefabricated miter joints are eliminated.

Write B206 on reply card, page 97.

PACKAGED GAS VENTS

Air-Jet gas venting — now featuring "Snap-Fast" interlocking joints to permit quick, secure assembly — is manufactured by General Products Co., Inc., Dept. SBS, Fredericksburg, Va.

Pipe slips together, locks with snap action. Venting reportedly can be taken apart by simple, counter-clockwise twist. Round - to - oval adapter has been added to company's line of gas vent and fittings. Adapter said to permit swift, effective conversion from round to oval pipe. Snap-fast gas venting is interchangeable with friction joint gas venting.

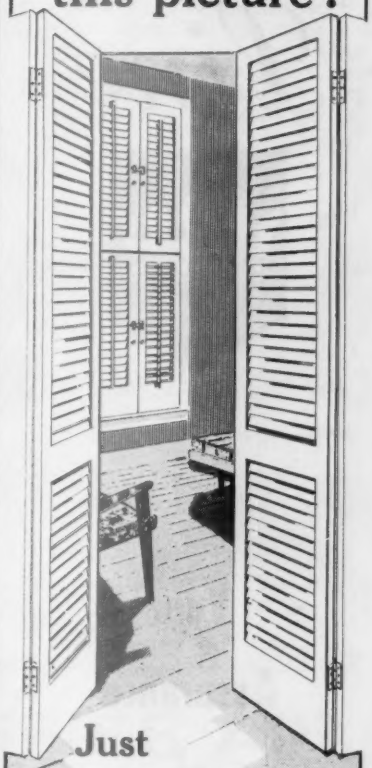
Write B207 on reply card, page 97.

POCKET-DOOR COMPONENTS

Har-Vey P-38 Handi-Pak for pocket installations — manufactured by American Screen Products, Dept. SBS, Northlake, Ill. — now contains two new components for door control and installation.

Installation of Har-Vey P-38 pocket door frame reportedly requires no

What's wrong with this picture?



Just one important detail — *you should be in it!*

Every day hundreds of new home owners are discovering the beauty, charm and space-saving utility of Tyler folding louvered doors and shutters. It started as a fashionable trend. Now it's sweeping the country!

Your customers will ask for them — so get into the picture now. Stock, display, sell Tyler Louver Doors and Shutters — the standard of quality and style since 1876.

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Your Assurance of Quality

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AL FIELDS

SOUTHERN DOOR LITE COMPANY

46 WESTLAND BOULEVARD, SW
ATLANTA 10, GA.

metal cutting or drilling. One-piece telescoping header, track, and jamb brackets fit all doors from 2′ to 3′ wide. Each kit contains two double roller hangers with self-lubricating bearings and "noiseless" nylon rollers.

Write B208 on reply card, page 97.

ALUMINUM SOFFIT VENT

Continuous soffit vent, reportedly reducing installation time to minimum, is announced by Leslie Welding Co., Inc., Dept. SBS, 2943 W. Carroll Ave., Chicago 12, Ill.

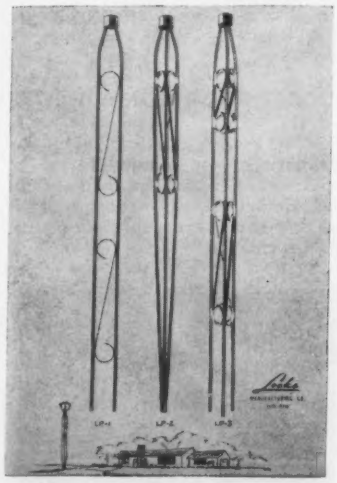
Sofvent constructed of all-aluminum with ⅛″ ventilating perforations for neat, attractive appearance. Need for screening and multiple hole-cutting is said eliminated.

Sofvent purportedly is easily installed, can be nailed or stapled, and is readily cut with saw or snips. Allows greater ventilating area, 52.8 sq. in. of net free area per 8′ length.

Write B209 on reply card, page 97.

STEEL LANTERN POSTS

Three lantern posts — designed for electric or gas lanterns — have been introduced by Locke Manufacturing Co., Dept. SBS, Lodi, Ohio.



Styled for colonial to contemporary homes, posts have triangular and flat tubular designs, which simplifies wiring for electricity or connecting for gas, without conventional unsightly wiring conduit or gas supply line in center.

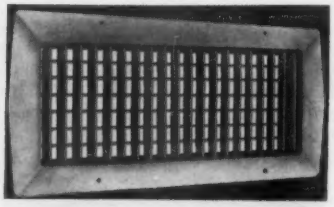
Posts are phosphated inside and out, and finished in weather- and rust-resistant prime black enamel. They can be driven into ground or imbedded in masonry for permanent installation.

Made of ⅝″ diameter tubular steel, all three posts are 81″ high. Flat design is 5½″ wide. Triangular models measure 5½″ on each side.

Write B210 on reply card, page 97.

NYLON AIR OUTLETS

AirGuide Plastics Corp., Dept. SBS, 20 S.E. Third Ave., Miami 32, Fla., has announced availability of nylon injection molded grilles, registers, and curved blade diffusers — Aristocrat "400" series line — said to permit higher jet velocities without whistling or roaring.



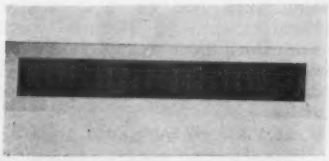
As integral part of molded design, products feature built-in double "Air-Loc," reportedly providing permanent air-tight closure against wall or ceiling without use of gaskets. Nylon is described as non-combustible, heat-resistant to 300°, distortion-free at elevated temperatures, non-corrosive, static-free, reducing dust and dirt accumulation to minimum.

Grilles come in either vertical or horizontal bar mountings; registers, in multi-louver and opposed blade damper types.

Write B211 on reply card, page 97.

DIFFUSING GRILLE

Continuous line diffusing grille, Model STWA, has been added to Uni-Flo line of air distribution products by Barber-Colman Co., Dept. SBS, 1300 Rock St., Rockford, Ill.



Designed to maintain functional straight-line beauty of modern architecture, individual sections butting together without noticeable breaks in continuous run installation. Featuring sturdy aluminum, flat flange, grille incorporates adjustable core to permit adjustment of air pattern.

INFORMATION CENTER

BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

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Company_____ Page_____ Company_____ Page_____

My Name _____ Position_____
My Company's Name _____
Address (number and street) _____
City _____ Zone_____ State_____

FEBRUARY, 1960

Send information on these NEW PRODUCTS (fill in key numbers):

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_____ _____ _____ _____ _____ _____
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Send free information on these ADVERTISEMENTS:

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My Name _____ Position_____
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These cards can help you get valuable information

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

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806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA

Postage Will be Paid by Addressee

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BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

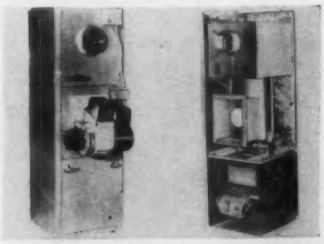
ATLANTA 8, GEORGIA

Normally furnished with five degrees deflected vertical air pattern, altered up or down by inverting grille. Can also be supplied with 15 degree vertical deflection.

Write B212 on reply card, page 97.

COMPACT OIL FURNACE

Compact oil furnace only 18" wide, and newly-styled basement lo-boy gas or oil furnace are introduced by Majestic Co., Dept. SBS, Huntington, Ind.



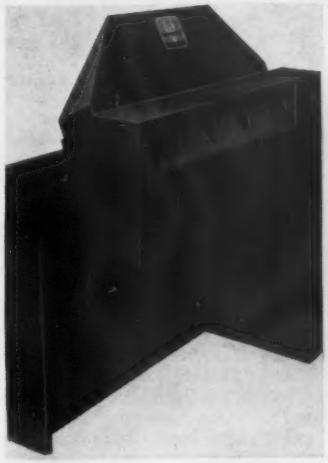
Produced in upflow and downflow models. Combustion chamber lined with aluminum silicate fiber said to have high heat resistance and noise-deadening properties. Inside surface of outer casing coated with undercoating for corrosion resistance and sound muffling.

Dimensions are: 18" wide, 18" deep, and 54½" high. Output is 67,000 BTU's at bonnet; input six gallons per hour.

Write B213 on reply card, page 97.

FIREPLACE CIRCULATOR

Circulating fireplace, specially designed for open side fireplaces, has been introduced by State Steel Industries, Inc., Dept. SBS, 17900 E. Valley Blvd., P. O. Box F-1, City of Industry, Calif.



Firebird unit reportedly features unique rust-proofed smoke shelf, ribbed reinforced firebox, and teardrop flues. Addition of light gauge angle said to conceal rock wool insulation. Said to function with efficiency of hot air furnace, circulating more than five times amount of heat of conventional fireplaces.

Specially constructed to prevent cold air currents and moisture from entering, warm air from escaping.

Write B214 on reply card, page 97.

FURNACE FILTER

Washable furnace filter, made of ScottFoam (polyurethane foam) has been developed by Auto-Flo Corp., Dept. SBS, Detroit, Michigan.

Air filter is reportedly based on type of polyurethane foam said to offer little resistance to air flow yet has high efficiency and dust-holding

LIVE, WORK, BUILD BETTER WITH WOOD

SUGAR PINE
PONDEROSA PINE
DOUGLAS FIR
WHITE FIR
CALIFORNIA INCENSE CEDAR

•

We have vast forest resources, modern mills, kilns and facilities—plus men who know Lumber

•

A mixed car can contain Standard Items plus mouldings, interior trim, glued panels

Specialists in Finger Jointing

The Ralph L. SMITH Lumber Company

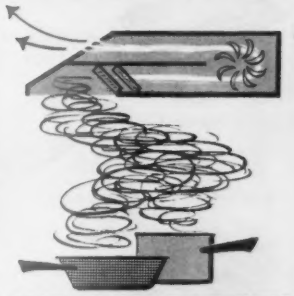
ANDERSON, CALIFORNIA

Members: Western Pine Assn., West Coast Lumber Assn., Ponderosa Pine Woodwork

PURIFIES AIR
. . . with NO outside ducts!

DUCTLESS HOOD banishes cooking odors . . . removes smoke, grease—even pollen—by a time-tested scientific miracle. This is the magic of Activated Charcoal—the substance that purifies the air men breathe in atomic submarines.

SIMPLE TO INSTALL . . . DUCTLESS HOOD uses no expensive outside vents or louvres. Instead, powerful motor-blowers recirculate kitchen air through filters to remove impurities.

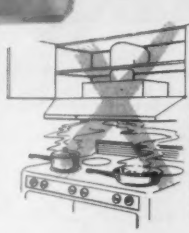


Ductless Hood

U. S. Patent No. 2886124

TOTAL FREEDOM IN KITCHEN DESIGN! DUCTLESS HOOD is self-contained, permitting kitchen units to be placed in any desired location. Sizes and colors for every decor.

For other rooms—the built-in DUCTLESS AIR PURIFIER



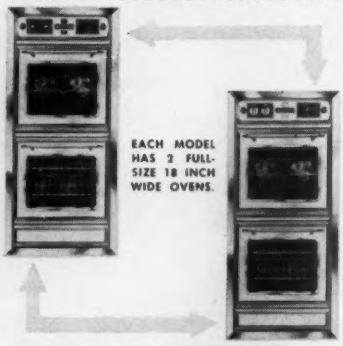
ORDINARY HOOD . . . Pipes and ducts costly to install—take up shelf space—waste of house heat and conditioned air.

Write for literature: THE DUCTLESS HOOD CO., INC.
Dept. 66, 601 Plandome Road, Manhasset, N. Y.

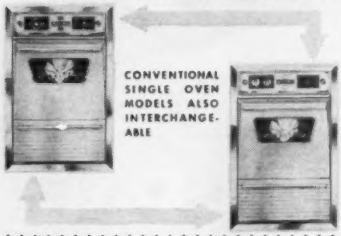
Modern Maid

THE ONLY LINE OF BUILT-INS WITH INTERCHANGEABLE GAS AND ELECTRIC **DOUBLE OVENS** AND "SUPER THIN" TOPS

MODERN MAID SCORES AGAIN WITH THE INTRODUCTION OF THE DOUBLE OVEN GAS BUILT-IN AND THE AMAZING NEW "INFRA-RAY" CERAMIC BURNER



EACH MODEL HAS 2 FULL-SIZE 18 INCH WIDE OVENS.



CONVENTIONAL SINGLE OVEN MODELS ALSO INTERCHANGEABLE

GT-36G

36-INCH "SUPER THIN" RANGE TOP WITH GRIDDLE.

ET-36G

GT-30

30-INCH "SUPER THIN" RANGE TOP ALSO DROPS IN ABOVE DRAWER SPACE.

ET-30

Send prices and folder on the 1960 line of Modern Maid Gas and Electric Built-Ins.

Name .....

Address .....

City ..... State .....

Distributor ☐ Dealer ☐ Cabinet Maker ☐

TENNESSEE STOVE WORKS

CHATTANOOGA (1) TENNESSEE

capacity through "depth-loading" properties. Zipper opening permits easy removal of retaining frame.

When loaded with dust, filter may be cleaned safely and quickly by hand or machine washing with common household soaps, solvents or detergents. Filter may be wrung dry and replaced in frame. Purportedly unit does not require oil or special treatment, is non-allergenic and non-toxic. Manufactured in four standard sizes: 16" x 20" x 1", 16" x 25" x 1", 20" x 20" x 1", and 20" x 25" x 1".

Write B215 on reply card, page 97.

FIREPLACE ENCLOSURE

Tiny fire sparks which pass through most wire fireplace screens reportedly are stopped cold by heat-tempered glass doors of fireplace enclosure announced by Thermo-Rite Mfg. Co., Dept. SBS, Akron, Ohio.

Richly framed in solid brass, enclosure is said to keep smoke, soot, dirt, and ashes inside fireplace where they belong, reducing expensive cleaning bills on furnishings and home interiors.

Tempered glass doors of Thermo-Rite enclosure is claimed to radiate even heat from floor to ceiling, gently like a giant infra-ray lamp. Item available in 32 standard sizes to fit any type fireplace, including Swedish corner.

Write B216 on reply card, page 97.

GAS HEATING UNIT

Gas heating unit — requiring only three square feet even with air conditioning — is available from Mueller Climatrol Div., Worthington Corp., Dept. SBS, 2005 W. Oklahoma Ave., Milwaukee 1, Wis.

Also offered are economy furnaces, requiring as little as 2½ sq. ft. floor space. Gas furnaces available in four capacities, ranging from 65,000 to 125,000 BTU's per hour. Stand 57" high; 14¼", 18", 24" wide; and 25-3/16" deep.

Heat exchanger made of heavy gauge steel, designed to insure top combustion efficiency and better air flow qualities. All controls factory-wired.

Write B217 on reply card, page 97.

REFRACTORY FIBER FELT

Known as Cerafelt CB 1000 — ½" refractory fiber felt for combustion chamber is marketed by Johns-Manville, Dept. SBS, 22 E. 40th St., New York, N. Y.

Reportedly can be installed in less than hour, rendering hotter, cleaner fire, and reducing burner noise. Available in kit containing Cerafelt are corrugated steel back-up sheet, special fasteners, instruction sheets and sticker. Because of purported flexibility of Cerafelt unit, it is adaptable to any chamber shape without removing old chamber. Small in size, light in weight.

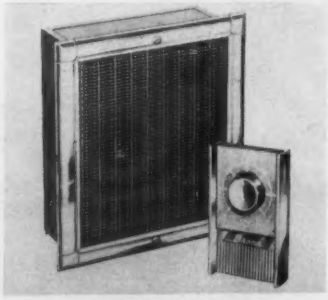
Write B218 on reply card, page 97.

THERMOSTAT-HEATER UNIT

Reportedly first wall thermostat teamed with electric wall heater is announced by Broan Mfg. Co., Dept. SBS, Hartford, Wis.

Company claims sensitive, accurate unit, designed fully exposed to room air temperature. Any half-degree change said instantaneously to change operation of heater. Warming heat purportedly can be felt within 10 seconds of switch-on. Specifications available.

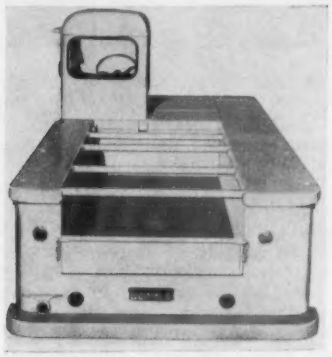
Write B219 on reply card, page 97.



LUMBER DELIVERY UNIT

"Open-Well" Lumberjack — new 16′ delivery unit with removable cross members which allows opening of entire well area for handling door and window frames, insulation, cement, etc. — is introduced by the DeKalb Commercial Body Corp., Dept. SBS, Garden St., DeKalb, Ill.

Lumberjack's additional new items include larger driver cab with increased visibility. An 11″ tail gate is available as optional equipment, as are side compartment, stake



racks, heater, directional signals, painting, etc. Special half-cab design reportedly provides straight-through loading of long pieces of lumber, and loading and unloading from either front or rear.

Write B220 on reply card, page 97.

HIGH-TORQUE DRIVE

High torque drive attachment (H352) for quarter-inch and larger electric drills — reportedly increasing drill's power seven times for driving and removing screws, nuts and bolts and for heavy-duty drilling — is marketed by Stanley Tools Div., Stanley Works, Dept. SBS-PD, 111 Elm St., New Britain, Conn.

Hand clutch commands full control of power and safety at all times. High torque drive fully reversible. With use of "Yankee" style quick change snap-in bit holder and snap-in bits for slotted and Phillips screws, it is said to drive heaviest screws with ease. Reverses for screw removal. Quarter-inch square socket wrench adapter in high-torque drive purportedly converts power drill to fast, safe power wrench.

Write B221 on reply card, page 97.

FRONT-WHEEL SHOVEL

Case W-5, front-wheel drive tractor-shovel with carrying capacity of 3,000 lbs. at 4 mph, is offered by J. I. Case Co., Dept. SBS, Racine, Wis.

Powered by 57 hp Case engine and equipped with torque converter

drive, it reportedly provides unmatched traction and crowding power. Power - actuated forward-reverse shuttle-shift, plus rear-wheel power steering with short 10′4″ turning radius, said to mean fast, easy handling in tight quarters. Self-leveling bucket purportedly has 8′ dump clearance and 37″ reach.

Standard SAE-rated bucket is 1 cu. yd. Optional equipment includes 1½ cu. yd. light material bucket, pallet fork, and winter cab.

Write B222 on reply card, page 97.

ELECTRIC SIDELOADER

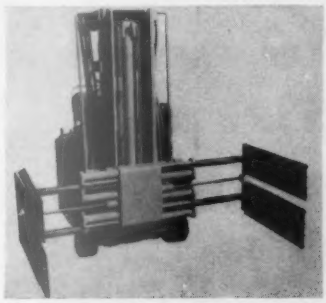
Versatile electric powered sideloading Traveloader in 4,000 and 6,500 pound capacities, equipped with twin crane booms, is available from Baker Industrial Trucks Div., Otis Elevator Co., Dept. SBS, Cleveland, Ohio.

Booms and forks have same capacity, arranged reportedly so that load suspended from them is automatically transported at proper load center. Booms said completely independent of forks, easily removed when desired. Due to swiveling feature, booms purportedly can be joined at tips or separated to permit "two sling" usage for load stability.

Write B223 on reply card, page 97.

SIDE SHIFT LOAD GRAB

Side shift load grab with multi-purpose arms is distributed by Lewis-Shepard Products, Inc., Dept. R9-10-SBS, 125 Walnut St., Watertown 72, Mass.



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Plants in Alliance, Ohio and Los Angeles, Calif.

SpaceMaster Model "J" with cascade clamp and Little Giant multi-purpose arms said to make possible handling of almost any type of non-palletized load. Multi-purpose arms purportedly eliminate necessity of using different truck or changing arms when handling different types of loads. All-purpose arms handle unit loads of drums, cartons, crates, bales, rolls and many others.

Arm gripping surface is either smooth or rough-top rubber bonded to steel sheets screwed to plates. Other surfacing types available.

Write B224 on reply card, page 97.

FRONT-END LOADER

Case Model 420 loader — said to provide economical materials handling in yards or on building sites — is available from J. I. Case Co., Dept. SBS, Racine, Wis.

Case 47 hp engine with torque converter drive delivers up to 12,000

lbs. of steady push-pull power with go-anywhere traction. Lifts 2,300 lbs. to 11'4" height with optional 15, 18 or 21 cu. ft. bucket, or interchangeable pallet or block forks. Unit available with Case-built hydraulic backhoe.

Write B225 on reply card, page 97.

MULTI-POSITION CRANE

For lifting and moving heavy or awkward loads in marine and general shop use, new multi-position high lift portable crane has been developed by Thern Machine Co., Dept. SBS, 3760 W. Fourth St., Winona, Minn.

With mast and boom fully extended, High Boy will lift weights up to 750 lbs. to a height of 14'. Mast and brace telescope as one unit, and are easily raised up or down by hand winch mounted on mast. Boom brace automatically moves with mast.

Maximum lift capacity is reportedly 1,250 lbs., with boom fully retracted to 34" and mast and brace fully retracted to lifting height of 8'8".

Write B226 on reply card, page 97.

BRICK LIFT TRUCK

Lift truck equipped with hydraulic brick fork — the Challenger — to handle brick in cubes of 328 bricks

each has been announced by the Hyster Co., Dept. SBS, P. O. Box 847, Danville, Ill. Lift truck is pneumatic-tired and weighs out at 2,000 pounds.

Lift truck is said to transfer brick-cubes from dryer cars into kiln, stacking them three high. Setting at rate of 60,000 bricks per day, truck can complete a kiln in 2-1/3 days. In addition to decreased handling time and more efficient use of manpower, ability of lift truck and driver to work intermittently in kiln that is too hot for hand labor crew saves drawing time, reduces downtime between firings, and permits more productive use of existing manufacturing facilities.

Write B227 on reply card, page 97.

TWO-TON FORK LIFT

Ability to work in muddy or rough terrain is outstanding feature of torque-converter equipped M-420 fork lift introduced by J. I. Case Co., Dept. SBS, Racine, Wis.

Torque - converter — said to double push-pull power instantly and automatically without clutching, shifting, or stalling — permits "inching" up to stockpiles without

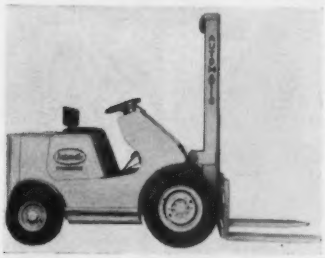
jerking. Easy - feathering valves smoothly apply hydraulic power to lift, lower, and tilt mast. Lifts 4,000 lbs. to 14'3" or 2,500 lbs. to 21½'.

Rear-wheel power-steer plus individual drive-wheel brakes provides exceptional maneuverability, while forward-reserve shuttle-shift and 19.3 mph travel-speed cut cycle time.

Write B228 on reply card, page 97.

GAS-POWERED FORK TRUCK

Efficient and profitable materials handling in yard operations reportedly is in easy reach with pneumatic-tired gas-powered electric-driven fork truck, product of Automatic Transportation Co., Dept. SBS, 149 W. 87th St., Chicago, Ill.



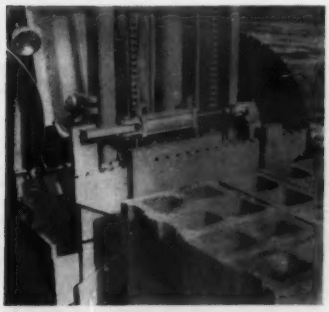
Dynamotive's advanced engineering principles are said to replace requirement for clutch, fluid coupling, fluid torque converter, or multiple speed transmission. With no direct mechanical coupling between engine and drive axle, transmission of road shock is impossible. Additional features: 360-degree circle visibility, accessibility of driver's seat from either truck side, and power steering.

Write B229 on reply card, page 97.

FORK TRUCK ATTACHMENT

Side shift attachment for 4,000 lb. capacity Model M-420 wheeled fork lifts is marketed by J. I. Case Co., Industrial Div., Dept. SBS, Racine, Wisconsin.

Available for factory or field installation, attachment said to allow for shifting loads three inches to right or left — regardless of fork height — at movement of dash-mounted, short-throw lever.



Three variations of basic attachment are: one for 10'6" masts, another for 14'3" masts, and third for 21'6" masts. All available for Case M-420 fork lift. Weight of attachment purportedly will not materially affect fork lift's capacity because it is mounted close to mast.

Write B230 on reply card, page 97.

HYDRAULIC LOG LOADER

Faster, more economical handling of pulpwood, heavy logs, rough lumber, and sawmill scrap is claimed for hydraulic log loader announced by J. I. Case Co., Utility Div., Dept. SBS, Racine, Wis.

Offered as attachment for Case Models 800 and 1,000 crawler tractor-shovels, log loader is claimed quickly interchangeable with loader bucker through four pin connections. Reportedly more versatile than conventional log loaders, operator may select individual logs from top or sides of piles — even pull them from a pile by ends.

Mounted on Case 1,000 tractor-shovel, gross lift capacity of log loader is 18,700 lbs. at ground level, and 9,300 lbs. at maximum lift.

Write B231 on reply card, page 97.

PAPER ROLL GRAB

New 180° rotating paper roll grab attached to Model J sit-down rider-type fork truck is now available from Lewis-Shepard Products, Inc., Dept. SBS, 125 Walnut St., Watertown 72, Mass.

Attachment combines clamping and rotating functions to make single integral paper roll handling unit. Model reportedly is capable of handling roll range of 23" to 40" in both vertical and horizontal positions. Its 180° rotation said to allow operator to set roll on either end. Unusual thin arm design makes it possible to break out vertical rolls from tightly stacked freight cars and warehouses.

Write B232 on reply card, page 97.

HYDROELECTRIC TRUCK

Great savings in man-power and costly equipment are said to be possible through use of hydroelectric truck made available by Lift Trucks, Inc., Dept. SBS, Cincinnati 2, Ohio.

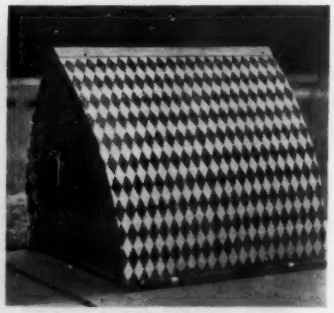
Hydroelectric method of material handling is said to become a routine operation with item, use of which is claimed to cut down on number of rider-type trucks required.

Write B233 on reply card, page 97.

PREFAB DOG HOUSE

Revolutionary type of prefabricated dog house is announced by Carl A. Strand Co., Dept. SBS, 3341 N. Adams Rd., Birmingham, Mich.

Styled in contemporary "gothic arch" design, Dog Palace sold knocked down in self-selling corrugated carton measuring 21" x 29" x 2¾". Gross weight is 17½ lbs.



Three sections inter-lock to form dog house said strong enough to withstand wind, rain, heat, and cold. Comes in single 20½" x 29" size, with embossed natural wood-grain finish trimmed with gold. Non-porous hardboard reportedly will not absorb "doggy" odors.

Write B234 on reply card, page 97.

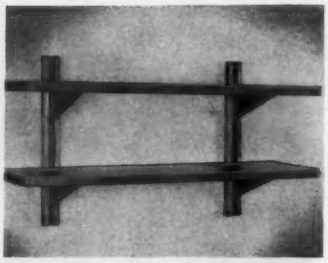
STRETCHABLE BAGS

Gold Bond plaster, packed in Clupak bags to reduce losses from transit breakage, unloading, and storage, is offered by National Gypsum Co., Dept. SBS, 325 Delaware Ave., Buffalo 2, New York.

Stretchability is reportedly another bonus offered to plaster customers.

Write B235 on reply card, page 97.

ADJUSTABLE WOOD SHELF



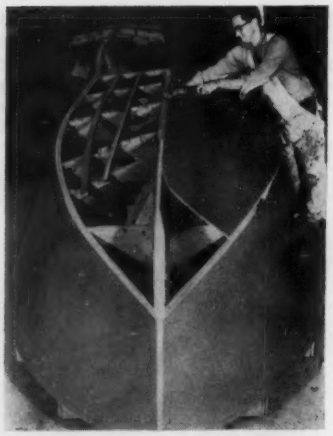
Line of adjustable, all-wood shelf kits is offered by Dennix Products Co., Dept. SBS, 33-04 Downing Street, Flushing 54, N. Y.

One-, two-, three-, and four-shelf kits with shelves 24" to 60" long come unfinished, or in walnut or blonde. Kit contains everything needed for shelf erection including shelves, hardwood adjustable brackets, brassed retaining pins, and hardwood wall channels.

Shelves are 8" wide, ¾" thick, squared on six sides, in seven lengths, and with special extra processing to maintain straightness and flatness. Combinations of units reportedly can be made for tall installations.

Write B236 on reply card, page 97.

PLYWOOD BOAT PANEL



Overlaid mahogany plywood, called GPX Marine Green — wood boat panel—has been developed by Georgia-Pacific, Dept. SBS, Equitable Bldg., Portland 4, Ore.

Medium-density resin-fiber overlay used on Marine Green said to give water - impervious surface. Structural advantage claimed in use of Philippine mahogany veneers, which reportedly eliminate patched panel.

Sizes standard, including five-foot widths and scarfed lengths. Standard thicknesses to ¾" available.

Write B237 on reply card, page 97.

MOLDED BOAT HULLS

Line of molded plywood boat hulls is offered by Industrial Marine Corp., Dept. SBS, Warsaw, Ind.

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To sell line of imported building specialties to lumberyards, building specialties wholesalers, flooring suppliers, etc. Lucrative territories available. Tremendous opportunity in rapidly expanding field. Reply Box No. 112, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Ga.

Pre-molded hulls said to bring boat building within capabilities of home craftsmen. Person using only simple tools reportedly can fit hull with seats, deck and other fixtures and fittings without complexity of shaping accurate water-tight hull. Comes with transom cut to exact hull shape.

Write B238 on reply card, page 97.

STEEL WOOL PAD

Sun Ray steel wool — with many varying applications — is available from Williams Co., Dept. SBS, London, Ohio.

Uses include: Pitch and gum build-up on power saw blades reduce clean-cutting ability. Soak blade overnight in kerosene, then rub with steel wool soaked in kerosene.

Fill stripped screw holes with steel wool, replacing screw for reportedly tighter seal.

When re-papering wall, take off stubborn paste spots with steel wool and hot water. Re-finish discolored brass doors and door ornaments. Steel wool with synthetic detergent said to remove candy stains from floor surfaces.

Write B239 on reply card, page 97.

POLYSTYRENE DRAWERS

High-impact polystyrene drawers are offered by Washington Steel Products, Inc., Dept. SBS, 1940 East 11th St., Tacoma, Wash.

Drawers said strong, ruggedly constructed, able to hold 240 lb. man without cracking or being disfigured.

Reportedly easily installed, drawers glide noiselessly on nylon pads with steel runners. Can be used for storage in kitchens, bathrooms, dens, offices, and living rooms. Manufacturer claims lightweight polystyrene drawers resist acids, alkalis and most chemicals.

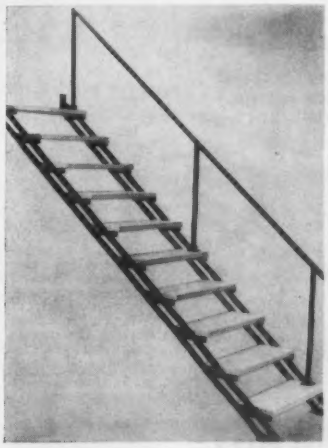
Write B240 on reply card, page 97.

STAIR INSTALLATION

Triple-Test Stair Stringers, modern idea in permanent and temporary stairs, are manufactured by Tennessee Fabricating Co., Dept. SBS, 1490 Grimes St., Memphis 6, Tenn.

Said completely adjustable to any incline or desired pitch; tread supports lock into place when installed. Matching handrails available as added safety feature.

Stair stringers manufactured in three models — self-supporting, sidewall mounting, and for encasement. Lengths range from 29" (two treads)



up to 129" (10 treads). Any width tread may be used, cut from 2" thick wood stock or made from steel and bolted to tread supports.

Said finished in rust preventive black.

Write B241 on reply card, page 97.

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No other window shutters on the market . . . metal or wood . . . can match new LoManCo Beauty Line Aluminum Shutters for the combination of features and advantages builders and homeowners want! These rugged LoManCo shutters, with one piece aluminum slats locked into a heavy continuous aluminum frame, look good and last a lifetime! They provide the deeper shadow lines which set off and enhance the appearance of any window. They come from the factory completely assembled, with pre-drilled corner holes equipped with eyelets for faster easier mounting. And they're factory painted white ready for trim color. Investigate LoManCo Beauty Line Aluminum Shutters today. Ask your dealer or jobber, or write for information.

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- ★ **One piece aluminum slats** locked in continuous frame . . . strong, durable, yet lightweight and attractive
- ★ **Completely assembled** ready for mounting . . . furnished with pre-drilled corner holes and eyelets and mounting screws
- ★ **Factory painted** white ready for trim color . . . no prime coat necessary
- ★ Complete range of 16 sizes for all standard windows

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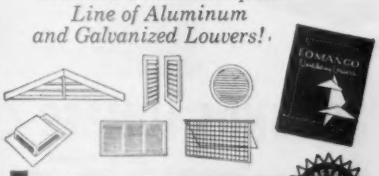

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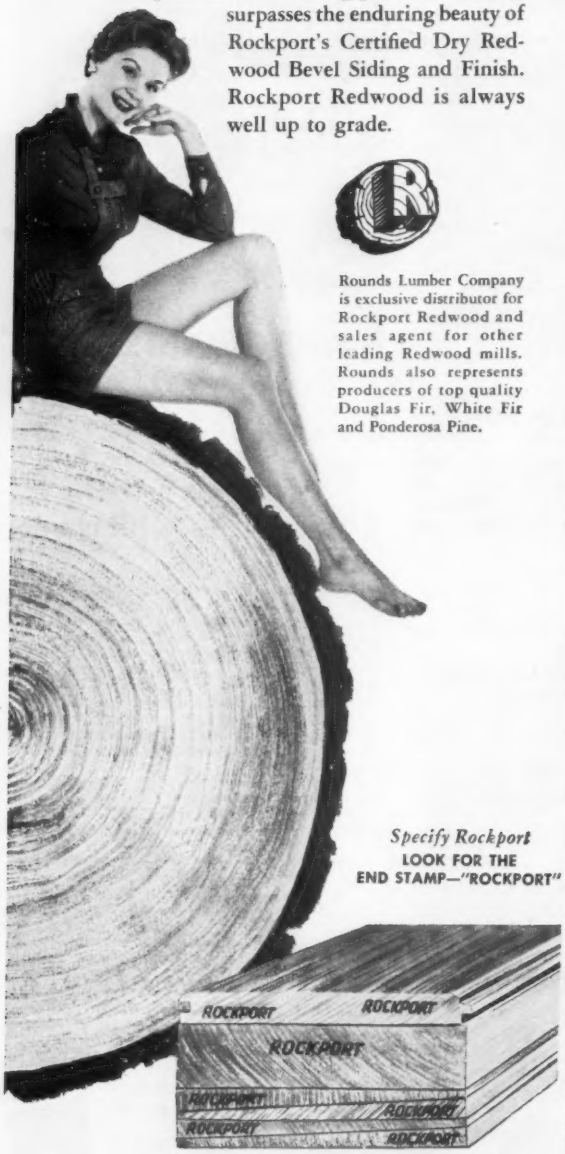

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